PLAY METER magazine

THE WIZARDS OF WILLIAMS

#1 In The World!

SPECIAL ACME and STREET OPERATOR ISSUE

VOLUME 16, No. 4 FOR THE COIN-OP ENTERTAINMENT INDUSTRY March 1990

You'll Find What You're Hunting For at P.M.I.

In the Biggest Variety, Newest Colors and Lowest Prices

CHOOSE FROM THE LARGEST SELECTION OF PLUSH TOYS AND NOVELTIES.

SEE US FIRST FOR ALL YOUR REDEMPTION NEEDS.
WE ALSO HAVE TRADE-UPS AND BUILD-UPS.

Many new items are continually coming in from our factories. So you get the HIGHEST QUALITY PRODUCT at the BEST PRICES.

Call now to order and ask for our newest catalog.

1-800-638-3833

MasterCard

VISA

P.M.I. INTERNATIONAL

P.M.I.
Toys & Novelties

FAX (214)748-3047
World Trade Center, P.O. Box 58034, Ste. 7882
2050 Stemmons Frwy. Dallas, TX 75207

See us at the ACME 90 Show in Chicago, March 9-11 at booths 3319, 3321,3323, 3325, 3327, 3329 & 3331.

NEWS BULLETIN

■ **New games to see**... Here are some new pieces of coin-op equipment to look for at ACME '90, March 9-11, in Chicago:

Pinball: *Whirlwind* (Williams); *Phantom of the Opera* and "brainwave pinball" (Data East); *The Bally Game Show* (Midway Mfg.)

Video: *Too Crude* and *Vapor Trail* (Data East); *Meta Fox* (I. VICS); *Search and Rescue* (SNK); *Battle Shark* (Taito)

Novelty and Redemption: *Wacky Gator* (Data East); *Little Pro*, an electro-mechanical novelty in a pinball-styled cabinet (Bromley); *Slick Shot*, a video/pool game using a four-foot cue (Grand Products); two new models of *Action Lotto* (GaMCO International); *Claw Poker* (Bush Electronics); *Jr. Basketball* and *Ski Alley* (Smart Industries); *Dribbles Jr. Basketball* (Betson Enterprises)

Miscellaneous: downstacking bill acceptors (Mars Electronics International)

■ **New AMOA officers** ... AMOA elected a new slate of officers at its mid-year board of directors meeting, held in Palm Springs, Calif., on Feb. 8-10. They will take office in the fall at AMOA Expo '90 in New Orleans.

Jim Trucano of Collins Music Co. in Charleston, S.C., moved from first vice president to president. The others are: Gene Urso of Madison Coin Machine Co. in Monona, Wis. (treasurer to first vice president); Craig Johnson of TATAKA in Salt Lake City, Utah (secretary to treasurer); and R.A. Green III of Rosemary Coin Machines Inc. in Myrtle Beach, S.C. (vice president to secretary).

There were three new vice presidents elected as well; they came from the board of director ranks. Named were Don Hesch of A.H. Entertainers in Rolling Meadows, Ill.; Jerry Derrick of Derrick Music Co. in Charleston, S.C.; and Jim Stansfield of Jim Stansfield Vending Inc. in LaCrosse, Wis.

The board also approved 20 Wayne Hesch scholarship recipients, bringing the total to date to 51. Nine such scholarships were awarded last year. The names of this year's winners will be announced at a later date.

■ **RSI bought out** ... A group of nine investors, led by former AMOA presidents Wally Bohrer and Dock Ringo, has recently concluded successful negotiations to purchase Record Source International (RSI) from BPI Inc. (Billboard magazine). The group had convened in October 1989 to discuss the future of 45 rpm vinyl records; five are jukebox owners, four are members of the recording industry.

According to Bohrer, the company was formed to stem the crisis facing the jukebox industry. Namely, the 225,000 jukeboxes on location, dependent on vinyl records, faced danger because of the decision by record companies to limit new releases on vinyl. Record company release schedules indicate that at least 50 percent of near-future releases will not be available on 45.

RSI's plan is to expand the seven-inch vinyl record subscription service that it has been providing to radio stations to now include jukebox owners. The new service will be done in two phases:

1. The promotional radio service provided by RSI for the past 20 years will be continued, but it will now include 600 to 1,000 select test/promo jukeboxes strategically located throughout North America.

2. The jukebox subscription service will provide commercial copies of the most popular testing records to jukebox subscriber members. Any record not previously furnished that becomes a "hit" will be sent to the subscriber member.

Subscribers will have the opportunity to select the category of his choice, per subscription, from a menu of pop, country, R&B, or multi-format. The latter consists of either R&B/pop or pop/country. (Subscribers will have 144 singles per year shipped to them.) The current subscription potential is 225,000. RSI believes it can obtain 10,000 subscriptions by mid-year, 50,000 by the end of 1990.

As a solution to the aforementioned problem, RSI proposes to continue to purchase seven-inch vinyl promotional copies from the record labels for radio, as well as additional seven-inch promotional/test jukebox copies of all product scheduled for cassette single release. It is hoped to be a quantity large enough to justify the set-up cost of pressing seven-inch vinyl, and a quantity small enough to allow parts to be cost-effective for RSI. One thousand units would be ideal, Bohrer says.

"RSI has had all of the subscriptions for the world's radio stations," he said. "Now it will utilize not only the radio stations for testing records, but also up to 1,000 jukebox test sites. It was this way years ago, but for some reason jukeboxes dropped out of this testing process. Including jukeboxes again gives subscribers a more accurate reading of what's popular. It also avoids possible payola at radio stations."

The new RSI, Bohrer says, has created a "win-win"situation for everyone affected by the current demise of the 45.

"The record companies love what we're doing" he said. "The one-stops have the opportunity to act as agents, selling subscriptions to their customers. A commission with renewals will be paid by RSI for each subscription sold, and the one-stops can avoid the hassleof sending 45s back to the record companies."

"When the jukebox subscriber gets his six records, for example, he now knows that they've been thoroughly and accurately tested," Bohrer continued. "The records should be solid hits. Also, say one of the artists is Elton John. His new hit will be on Side A, and we can put one of his older hits on Side B as a bonus to the subscriber, instead of the throwaway song usually placed on the flip-side. So there are many plusses to what we're doing. Most of all, the 45 stays alive."

For more information, contact RSI, P.O. Box 75, 205 N.E. 1st Ave., Mineral Wells, TX 76067; (817) 325-8752.

■ **Tax update** ... The Amusement Association of California (AAC) is keeping the heat on Los Angeles County officials, trying to have crippling amusement game fees rolled back. In September 1989, the Los Angeles County Board of Supervisors adopted an ordinance that, among other things, raised the initial fee from $126 to $251 per game.

Licensing fees were raised across-the-board for all businesses; coin-op wasn't singled out. But the increase was based on license fee structures imposed by other counties on a random sampling of assorted businesses. Coin-op amusement machines were excluded.

NEWS BULLETIN

According to David Jackson of Pachinko Palace, the president of AAC, the association has gotten operators and their locations to write letters to their respective supervisors. Such heavyweight locations as Chuck E. Cheese and 7-Eleven (Southland Corporation) have lent their support in the letter-writing campaign, pointing out that they too would lose revenue if coin-op games were taken out.

"We have a committee composed of Greg Stephens (Games Unlimited), Dale Moore (L.A. Games), Jerry Monday (Nintendo), and myself that will meet with each individual supervisor, show him the letters, and find out what action is then going to be taken," Jackson said. "We don't expect the board to abolish the fees entirely. We'd just like to have them rolled back to a reasonable level. As it stands now, the tax would put most of us out of business. Setting a location is a high-risk proposition with these fees. A typical bar location would cost at least $2,000 in fees. That's way out of line."

Three of the board members voted to increase the license fees, based on a recommendation by county auditor-controller Mark Bloodgood. "So far, he's been unsympathetic; he feels all businesses were taxed across-the-board, evenly and fairly," Jackson said. "Some of the letters we've sent to the supervisors have crossed his desk. He's aware of our arguments as to why the increase would damage us. We hope to persuade him."

Jackson added that two of the supervisors are amenable to changing the fee hike for coin-op games. One member voted against it the first time, and the other wasn't present. Only one of the remaining three supervisors needs to change his vote; a simple majority is all that's required. But, again, politics enter into things. Bloodgood must reverse his recommendation to the board, for all intents and purposes, because it's rare that the body acts contrary to the auditor-controller's wishes.

■ **Welcome I. VICS** ... There's a new kit company in the coin-op amusement industry. I. VICS Inc., based in Santa Clara, Calif., is headed up by president Ken Boyce. He has many years of experience in international business and marketing, resulting in numerous close ties with Japanese software companies. Leroy Hancuff is the director of sales. He has a 10-year background in the distributing network.

I. VICS will be licensing directly from software companies in Japan. However, a dedicated option will be offered to those who desire their games in cabinets.

"Our goal is to provide quality kits to distributors at very competitive prices," Hancuff said. "We will be concentrating our efforts on coin-op, not the consumer market. I'm excited about our future in the industry."

The company will be showing the kit *Meta Fox*, an aircraft combat game, at ACME booth #2214. For more information, contact I. VICS Inc., 1900 Wyatt Drive, Suite 3, Santa Clara, CA 95054; (408) 492-1296; (408) 492-1299.

■ **Gordon dies** ... Jack Gordon, a prominent figure in the coin-op industry for many years, passed away on Feb. 18. He had a heart attack at home and was rushed to the hospital. However, he suffered another heart attack, which proved fatal. Gordon was president of the old Seeburg and most recently was a consultant to the new Seeburg. He is survived by his wife Muriel, two daughters, and one son. Private services were held at El Camino Memorial Park in San Diego on Feb. 23.

■ **Plush company folds** ... Mardi Gras Plush Inc., based in Metairie, La., has apparently gone out of business. Their telephone has been disconnected, and numerous plush suppliers have complained that the company owes them money.

■ **Double the fees** ... Another item from the "look what snuck by" file: A bill that passed through both houses of the Oregon Legislature in July 1989 just came to the attention of operators there in early February. It seems that during the last few days of the session, language was tacked on to the bill that doubled the tax on videos and pins, raising the fee per machine from $50 to $100. Jukeboxes and kiddie rides went from $25 to $50.

The proceeds from the fee hike are earmarked for an organization called the Oregon Youth Conservation Corps. It used to receive money simply from public donations, but Gov. Neil Goldschmidt reasoned that Oregon operators would gladly pay more fees to show their gratitude toward their primary game-playing audience.

"It's crazy; our average game income is between $8 and $20," said Eric Mahaffy of Easily Amused in Springfield, Ore. "This would be a big percentage of our routes. Game operators in Oregon can't absorb this kind of tax."

Mahaffy is organizing a group of game operators "to try to get the governor to realize this injustice." The goal is to launch a letter-writing campaign to legislators, asking them to consider special legislation to roll back the tax to where it was. This would have to happen before taxes become due in mid-year.

Operators interested in organizing and joining the fight can contact Mahaffy at 3136 Partridge Way, Springfield, OR 97477; (503) 726-6858.

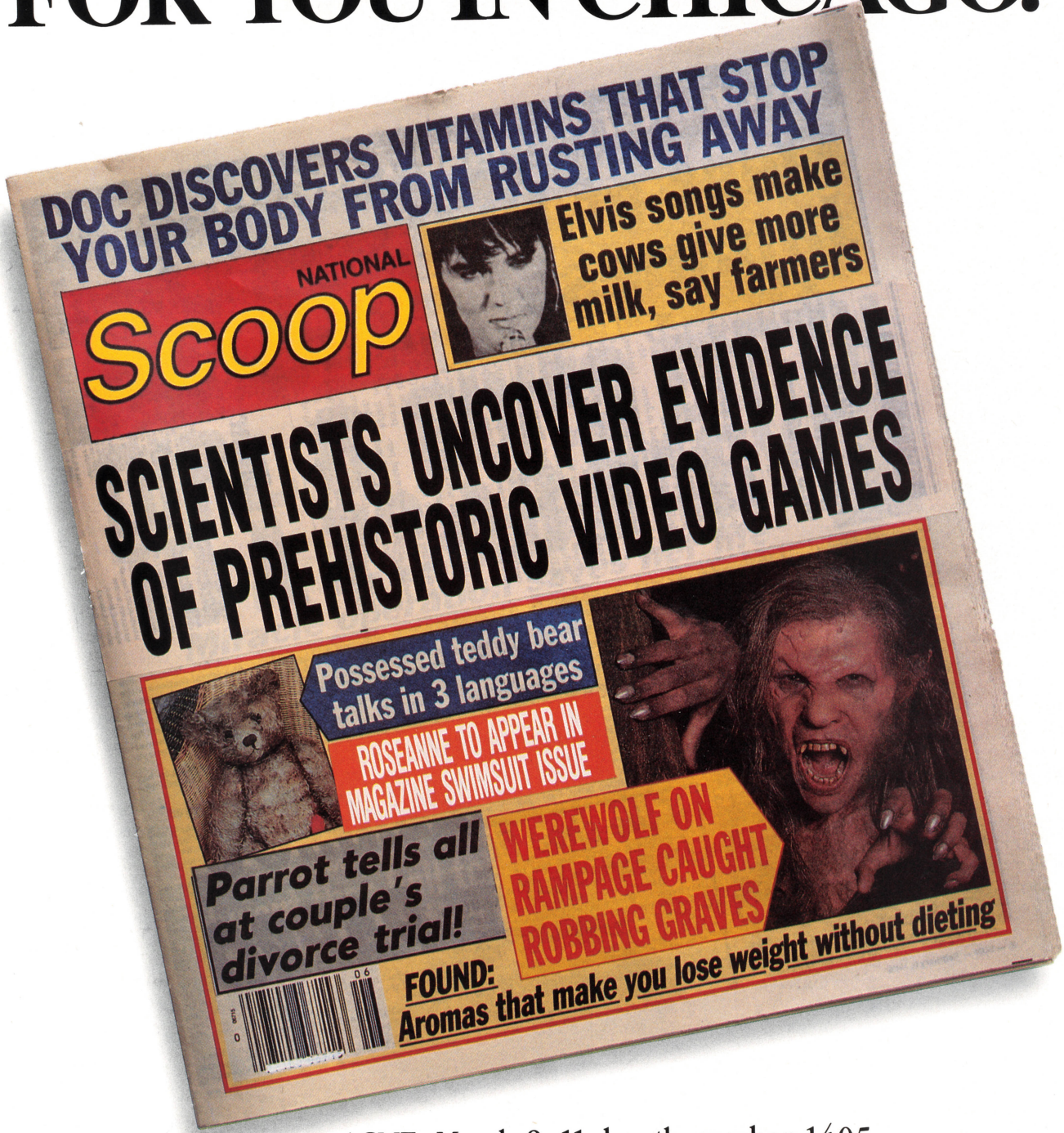
■ **Half Century meeting** ... To all Half Century Club members (50 years or more in the industry): there will be a meeting at ACME on Friday, March 9, from 4:30-6:00 p.m. It will be held in the Williams' suite. Those non-members interested in joining should attend to find out more about the club.

■ **Pinball tournament** ... Representatives of the Pinball Expo/Flip Out Pinball Tournament will be in the Data East booth at ACME to promote this year's event. Data East will host a tour through its facility at the next show. Show organizer Rob Berk and exhibits chairman Mike Pacak will be on-hand to answer questions and hand out information packets. The current Flip Out champion, David Hegge will also be challenging players. Pinball Expo '90 is set for Nov. 9-10 at the Ramada Hotel/O'Hare in Rosemont, Ill. Call (800) 321-2722 or (216) 369-1192 for more information.

■ **Contest winner** ... John Abbott of Abbott Vending in Pell City, Ala., won a new 1990 Ford Mustang convertible in a promotion for Rowe vending and jukebox by Birmingham Vending. Any operator who bought any Rowe product during 1989 was eligible for the drawing. Congratulations, John!

PLAY METER, March 1990. Volume 16, No. 4. Copyright 1990 by Skybird Publishing Company. PLAY METER (ISSN 0162-1343)(UPS 358-350) is published monthly on the 1st of the month, except for the two issues in January. Publishing office: 6600 Fleur de Lis, New Orleans, LA 70124. MAILING ADDRESS: P.O. Box 24970, New Orleans, LA 70184, USA. Phone: 504/488-7003; FAX 504/488-7083. For subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—$50. Advertising rates are available on request. NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION. The editors are not responsible for unsolicited manuscripts. PLAY METER buys ALL RIGHTS, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. POSTMASTER Send Form 3579 to Play Meter, P.O. Box 24970, New Orleans, LA 70184.

WE HAVE SOME OUTRAGEOUS NEWS FOR YOU IN CHICAGO.


DOC DISCOVERS VITAMINS THAT STOP YOUR BODY FROM RUSTING AWAY
NATIONAL
Scoop
Elvis songs make cows give more milk, say farmers
SCIENTISTS UNCOVER EVIDENCE OF PREHISTORIC VIDEO GAMES
Possessed teddy bear talks in 3 languages
ROSEANNE TO APPEAR IN MAGAZINE SWIMSUIT ISSUE
Parrot tells all at couple's divorce trial!
WEREWOLF ON RAMPAGE CAUGHT ROBBING GRAVES
FOUND:
Aromas that make you lose weight without dieting

Visit us at ACME, March 9–11, booth number 1405.

SEGA®

Copyright 1990, Sega Enterprises, Inc. (U.S.A.)

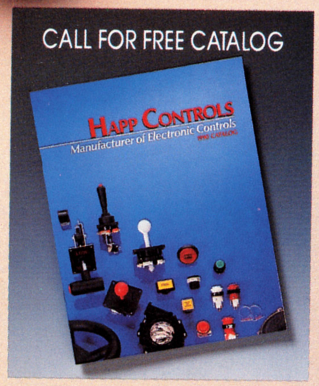
HAPP CONTROLS

- New improved "Ultimate" PUSHBUTTONS with Microswitch
- Illuminated Pushbuttons
- New, heavy-duty "SUPER" Joystick
- ID Tags with standard or custom imprints
- Pushbutton Wrench for easy installation
- Universal Pushbutton hole plug

Plus our standard and custom:

- Joystick Controls
- Coin/Currency Controls
- Power Controls
- Driving Controls
- Trackball Controls
- Pushbutton Controls

HAPP promises first quality, competitive-pricing with fast delivery.



HAPP CONTROLS, inc.

Manufacturers of Electronic Controls

106 Garlisch • Elk Grove, IL 60007
Phone (708) 593-6130
FAX: (708) 593-6137 • TELEX: 297249 CONTROLS UR

PLAY METER MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

NEWS EDITOR
Christopher Caire

ART DIRECTOR
Jane Z. Nisbet

PRODUCTION ASSISTANT
Mary Henderson

CONTRIBUTING WRITERS
Irving Blackman
Charles Ross
Frank Seninsky

TECHNICAL WRITERS
Randy Fromm
Mark Gavett

EUROPEAN CORRESPONDENT
David Snook

ADMINISTRATIVE ASSISTANT
Renee C. Pierson

DIRECTOR OF ADVERTISING
Ron Kogos

CLASSIFIED ADVERTISING
Carol Lea LeBell

CIRCULATION MANAGER
Renee C. Pierson

EDITORIAL OFFICES
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003
FAX: (504) 488-7083

RAMBO®
III
COMING TO
YOUR LOCATION
JANUARY 1,
1990!
AVAILABLE FROM
ROMSTAR®
INC.
22857 Lockness Ave.
Torrance, CA 90501
(213) 539-2744
Fax: (213) 539-3626
© 1989 Carolco Pictures Inc. (U.S. & Canada); Carolco International N.V. (All Other Countries). All Rights Reserved.
® Denotes a Trademark Owned by Carolco and Registered in the U.S. Patent and Trademark Office.
© 1989 Taito Corporation.

TABLE OF CONTENTS

PLAY METER magazine

Volume 16, No. 4 • March 1990

FEATURES

Are manufacturers meeting the needs of the street operator?
Candid comments from manufacturers and distributors alike confirm that a definite void exists in terms of quality games for street operators. The situation is expected to change in the '90's as manufacturers become more keenly aware of the requirements for a successful street piece. 86

Arcade USA, a game for all operators
Ours is a unique industry and one that calls for a board game that reflects the "highs" and "lows" so frequently experienced by the average operator. To enjoy, gather some friends, shuffle the cards, and travel the rocky road to a dream destination: the hottest arcade in coin-op land. 113

ACME spring showcase
Read all about Chicago, host city for the fifth annual American Coin Machine Expo. Take a look at the exhibitor list and floor plan to get the "lay of the land" in advance of this sold-out event, where manufacturers and suppliers promise a goodly amount of new product. 122

DEPARTMENTS

News Bulletin	3	Coinman (Don Hesch)	76
Equipment Poll	10	Coinman (Walt Hampshire)	96
From the Editor	12	Tournaments & Leagues	100
Letters	14	Ten Years Ago	112
Up Front	16	Frank's Crank's	156
Cover Story	18	Management	158
News	30	Reader's Response	161
State Update	42	Tax Tips (Retirement Plan)	162
News Feature (State Associations)	44	Tax Tips (IRS Audit)	168
News Feature (Dan Brechner)	46	Technical Topics	172
News Feature (Atlas Distributing)	48	Merchandise Market	184
Half Century Club (Stan Harris)	53	What's New	186
Guest Commentary	68	Classified	199
Company Profile (American Sammy)	71	Calendar	226
Company Profile (Laramie Interests)	72	The Last Word	228

COVER

Those "Wizards of Williams" have a chance to come front and center. Marty Glazman, left front, and Ken Fedesna, right front, join the entire Williams gang around a diverse trio of products, including the new *Smash TV* video, *Whirlwind* pinball, and *Shuffle Inn* shuffle alley. Look for all three games on display at ACME.

FROM THE ORIGINATORS OF FULL COLOR MULTI • GAME COUNTERTOPS

PIT BOSS™

Superstar

AN AMERICAN CLASSIC

SUPERIOR GRAPHICS

LA$TING PLAY APPEAL

THIS IS NO ORDINARY U.S. CASINO GAME — IT'S EXTRAORDINARY!!!

15 GAMES

- BONUS BLACKJACK
- JOKER POKER
- ROLL THEM BONES
- SUPER 7-STUD
- OFF-TO-THE-RACES
- SUPER TRIVIA
  -6 VARIETIES -
- SEX TRIVIA
- TIC TAC TRIVIA
- SUPER PHRAZE CRAZE
- FOUR SCORE

ALL NEW

FUTURE EXPANSION CAPABILITY

SOFTWARE

- FULL BOOKKEEPING & DIAGNOSTICS
- 5-PLAYER "HIGH SCORES" FOR EACH GAME
- AUTOMATIC GAME ROTATION
- 12 SCREENS OF CUSTOM ADVERTISING, PLUS KEYBOARD

HARDWARE

- STEEL & WOOD CABINET
- SUPERIOR COIN MECH.
- SWIVEL BASE - 360°
- SECURITY HASP
- LARGE SECURE CASHBOX
- 9" OR 13" MODELS
- EXTENDED WARRANTY
- KITS TOO!

merit industries inc.®

2525 STATE ROAD • BENSALEM, PA 19020

1-800-523-2760

(PA) 215-639-4700

(FAX) 215-639-5346

©1989

EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of months on the Top 10 is important, as is the total number of months on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

VIDEO & PINBALL COMBINED

GAME	MFG.	POINT VALUE	MONTHS ON CHART	MONTHS IN TOP 10	LONGEVITY POINTS
1. TMNT (dedicated)	Konami	9.46	3	3	150
2. Final Fight	Capcom	9.44	1	1	49
3. Whirlwind	Williams	9.00	1	1	48
4. Hard Drivin'	Atari	8.69	11	11	534
5. WWF Super Stars	American Technos	8.51	8	7	334
6. Super Off Road	Leland	8.23	11	11	515
7. All American Football	Leland	8.14	4	4	149
8. Elvira/Party/Monsters	Bally/Midway	8.00	4	4	172
9. Police Force	Williams	7.88	5	5	221
10. Team Quarterback	Leland	7.87	11	5	280
11. Badlands	Atari	7.86	1	1	40
12. Cyberball 2027	Atari	7.85	5	4	174
13. Earthshaker	Williams	7.81	11	11	510
14. Operation Thunderbolt	Taito	7.74	11	11	445
15. Golden Axe	Sega	7.71	8	8	346
16. Cyclone	Williams	7.56	11	11	443
17. Turbo Out Run	Sega	7.46	11	10	391
18. Final Lap	Atari	7.39	10	9	345
19. Monday Night Football	Data East	7.38	5	5	190
20. Arch Rivals	Bally/Midway	7.26	8	8	292
21. Lights, Camera, Action	Premier	7.25	1	1	30
22. Out Run	Sega	7.21	11	8	384
23. Bad Cats	Williams	7.11	3	3	101
24. Jokerz	Williams	7.10	11	11	381
25. Toki	Fabtek	7.08	3	3	108
26. Willow	Capcom	7.00	4	4	82
27. Beast Busters	SNK	7.00	1	1	24
28. Tetris	Atari	6.98	7	5	126
29. S.T.U.N. Runner	Atari	6.96	3	3	109
30. Mousin' Around	Bally/Midway	6.96	2	2	49
31. Taxi	Williams	6.95	11	10	352
32. S.C.I.	Taito	6.95	1	1	19
33. Cal. 50	Romstar	6.94	2	0	33
34. Pinbot	Williams	6.92	11	9	230
35. Quarterback	Leland	6.91	5	1	77
36. Big Run	Jaleco	6.91	1	0	15
37. Cyberball	Atari	6.90	5	0	89
38. Chase H.Q.	Taito	6.89	11	8	340
39. Crime Fighters	Konami	6.83	8	7	293
40. Tecmo World Cup '90	Tecmo	6.80	1	0	11
41. The Bally/Game Show	Bally/Midway	6.80	1	0	10
42. Buster Bros.	Capcom	6.76	2	0	14
43. RoadBlasters	Atari	6.75	9	8	145
44. Tri-Sports	Bally/Midway	6.67	1	0	7
45. Black Knight 2000	Williams	6.61	8	7	210
46. AfterBurner	Sega	6.59	10	2	163
47. Super Hang On	Sega	6.58	9	1	175
48. Midnight Resistance	Data East	6.58	3	1	51
49. U.N. Squadron	Capcom	6.57	3	1	55
50. Operation Wolf	Taito	6.55	10	4	225

VIDEO KITS

Game	MFG.	POINT VALUE	Game	MFG.	POINT VALUE
1. Final Fight	Capcom	9.44	14. World Cup '90	Tecmo	6.80
2. WWF Super Stars	Am. Technos	8.51	15. Buster Bros.	Capcom	6.76
3. All American Football	Leland	8.14	16. RoadBlasters	Atari	6.75
4. Badlands	Atari	7.86	17. Tri-Sports	Bally/Midway	6.67
5. Cyberball 2027	Atari	7.85	18. Midnight Resistance	Data East	6.58
6. Golden Axe	Sega	7.71	19. U.N. Squadron	Capcom	6.57
7. Turbo Out Run	Sega	7.46	20. Cabal	Fabtek	6.53
8. Arch Rivals	Bally/Midway	7.26	21. Street Smart	SNK	6.45
9. Toki	Fabtek	7.08	22. Capcom Bowling	Capcom	6.44
10. Willow	Capcom	7.00	23. Shadow Dancer	Sega	6.39
11. Tetris	Atari	6.98	24. Ninja Gaiden	Tecmo	6.32
12. Cal. 50	Romstar	6.94	25. Final Blow	Romstar	6.31
13. Crime Fighters	Konami	6.83			

VIDEO DEDICATED

1. TMNT	Konami	9.46	6. Final Lap	Atari	7.39
2. Hard Drivin'	Atari	8.69	7. Out Run	Sega	7.21
3. Super Off Road	Leland	8.23	8. Beast Busters	SNK	7.00
4. Team Quarterback	Leland	7.87	9. S.T.U.N. Runner	Atari	6.96
5. Operation Thunderbolt	Taito	7.74	10. S.C.I.	Taito	6.95

PINBALLS

1. Whirlwind	Williams	9.00	9. Jokerz	Williams	7.10
2. Elvira/Party Monsters	Bally/Midway	8.00	10. Mousin' Around	Bally/Midway	6.96
3. Police Force	Williams	7.88	11. Taxi	Williams	6.95
4. Earthshaker	Williams	7.81	12. Pinbot	Williams	6.92
5. Cyclone	Williams	7.56	13. The Bally Game Show	Bally/Midway	6.80
6. Monday Night Football	Data East	7.38	14. Black Knight 2000	Williams	6.61
7. Lights, Camera, Action!	Premier	7.25	15. High Speed	Williams	6.51
8. Bad Cats	Williams	7.11			

OTHER EQUIPMENT: BASKETBALL GAMES

1. Doyle	7.85	6. Kramer	5.60
2. Smart	7.32	7. Intermark	5.17
3. Gamemasters	6.92	8. Pop-A-Shot	5.00
4. Grayhound	6.15	9. Design Plus	5.00
5. Adastra	5.80		

FROM THE EDITOR

Hard work will see us through

Ring...ring...ring. "Hey, Joe Operator, this is Bill from Distributor X calling. How ya doin' buddy?"

"Uh, hi. I'm kinda busy right now."

"I know just what you mean. I won't keep you long. What can I send out to you today? We have a great kit that just came in. Or how about . . . . ."

"Listen, buddy, sorry to interrupt you, but, like I said, I'm kinda busy. Why don't you call me next week. Maybe I'll need something by then."

"Sure, pal. I'll talk to you next week."

Knock...knock...knock. "Hi, Joe. I wanted to stop by to see how you are doing and see what I can help you with."

"Hey, there, Sam from Distributor Y. I'm kinda busy right now."

"Yep, it looks like you are. Business must be doing OK. How are those leagues going? I enjoyed visiting some of those locations with you last month."

"Business isn't a bed of roses, but the leagues are going great. As a matter of fact, now that you mention it, I could use another pool table. I could also use another electronic dart game; a couple of more teams want to join the league. And what do you think about putting an air hockey in that location you went to see with me last time?"

"Just might work. And how about a foosball table? It just might draw a following. Also, I brought you a brochure on a new kit. I thought of that location of yours out on Main Street when it came in. Good, you'll try it."

"Sounds good to me. Worth a try anyhow. It was nice seeing you. Next time we'll go to lunch."

Ring...ring...ring. "This is Bill from Distributor X. You told me to call you this week about some new equipment."

"I'm just not ready to buy right now. Try me again next week."

Two distributors with a common goal. They want to sell product. The first step is getting in touch with operators. Bill from Distributor X figured the phone was fast, efficient, and effective. In fact, the owner of the company often brags about how much money he saves not having salesmen out in the street. Sam from Distributor Y swears by personal calls on his customers.

In the little scenario above, the operator wasn't thinking of buying equipment. He just knew that he was busy and getting off the phone was really quite simple. He hung up with Bill without committing to anything.

On the other hand, Sam was in Joe's office talking over the last visit in which he went along with Joe to several of his locations. Joe didn't buy anything that time. But this week, with Sam in his office, he starts thinking about a few things he might need to update his route. Who did he buy them from? Sam of course! Sam put in the extra effort to sell a few pieces of equipment that he probably wouldn't have sold over the phone.

OK. I know that you're thinking that this is awfully simple. I chose a scene between distributor and operator, but it could have been manufacturer and distributor or operator and location. The point is, you can't do business sitting on your duff. Order-taking days are gone. Locations begging for games are history.

The reality of today's market is that you have to get out and sell your product. Some of you may respond like Maynard G. Krebbs when you hear the word "work," but that is precisely what you need to do. Those who work are the ones who are not complaining about the industry, at least not as much!

I recently visited my 14-year-old daughter's school for a meeting of parents whose kids are not doing so hot. I could see the frustration in the nun's face when she talked about how lazy kids are today. "They don't want to work for a good education. They want it easy and they want it fast," she scolded.

But her words ring true for many aspects of our lifestyles. We want success..NOW. We want it...FAST. And we want it...EASY.

But it's not easy. I pulled this definition of "work" out of Webster's: "sustained physical or mental effort to overcome obstacles." I don't think I even have to mention what obstacles we have to overcome, but just knowing that we can is enough to keep us all going. □

Valerie Cognevich

Valerie Cognevich
Editor

DAN BRECHNER
Means Business
Easter Business

Item No. 51-89
4″ Egg w/Pop-Up Chick
3 asst'd/Ctn. pack 18 dz.

Item No. 51-165
7″ Bunny w/Flower Body
3 asst'd/Ctn. pack 12 dz.

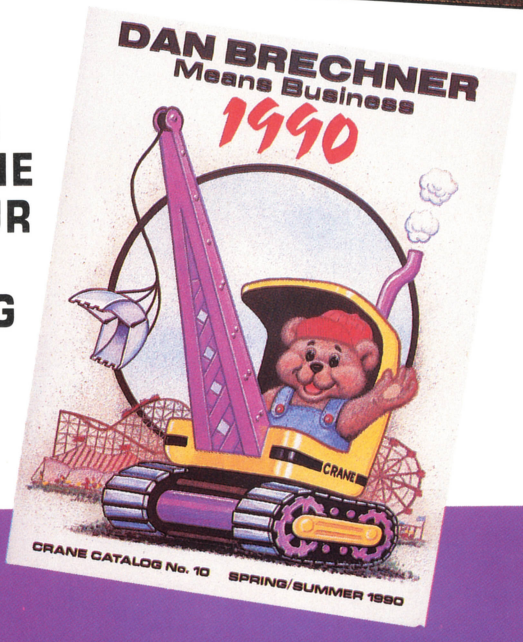
Item No. 51-92
12″ Bunny w/Bib
4 asst'd/Ctn. pack 9 dz.

Item No. 51-94
10½″ Wooly Sheep
2 asst'd/Ctn. pack 15 dz.

Item No. 51-91
14″ Bunny
4 asst'd/Ctn. pack 8 dz.

Item No. 51-166
6½″ Bunny w/Dress
3 asst'd/Ctn. pack 15 dz.

COME SEE OUR FULL EASTER LINE AND PICK UP OUR 32 PAGE 1990 CRANE CATALOG AT BOOTHS 2329-2355 2330-2356



DAN BRECHNER COMPANY, INC.
31 Stewart St. Floral Park, N.Y. 11001
(516) 437-8400 (800) 645-8142

LETTERS

Back to 25 cents

The article in your January issue on *Teenage Mutant Ninja Turtles* in the Fun Arcade was greatly appreciated by the personnel of the arcade and everyone at New Orleans Novelty.

However, I would like to clarify one thing. I know the manufacturers will hate us for this disclosure, but since the article we have changed all of our flipper games to 25-cent play, eliminated the Match Play feature and adjusted the automatic percentage to between 20 and 25 percent.

There is no doubt that throughout the country there are many locations that can support 50-cent play on flippers, but our economy will not permit this pricing. We know that new flippers are costly and that the manufacturers would like to force 50-cent play in order for the operators to get their money back sooner. But if the economy and the appeal of the game itself does not permit 50-cent play, how can you force-feed this action?

I am happy to say that our overall gross on the flippers at the Fun Arcade have increased considerably since adjusting them in the aforementioned manner.

In closing, just a word about Match Play. Perhaps it was acceptable in the old days when flippers cost less than $1,000. You could afford to give the uninitiated a free play run by a lottery rather than by skill. But we do not think that the Match Play has any merit in today's market.

Thanks again to Bonnie Theard for a splendid article.

Louis Boasberg
New Orleans Novelty Co.
Metairie, LA

Happy 15th

Congratulations on 15 glorious years in the coin-op business. Your contributions to the industry are immeasurable. Keep up the great work and in particular your outstanding support and coverage of state associations.

Joe Phillips
W.A.M.O.
Hales Corners, WI

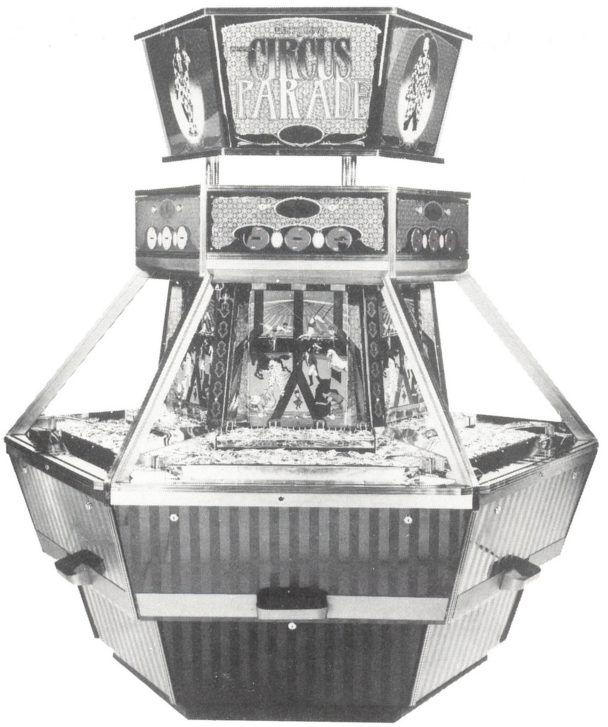
Jukebox birthday party

Thanks a million for the neat photographs you took in our facility. We will post them, along with your letter, in a special place for all of our employees to see.

I really appreciate your thoughtfulness and the time you took to visit us and be a part of the "Jukebox Birthday Party."

Bob Courts
Rowe International
Grand Rapids, MI

COASTAL AMUSEMENT DISTRIBUTORS *Presents*



LEVY'S SPECTACULAR BIG TOPPER

CIRCUS PARADE

- 6 player pusher
- Duel self filling jackpots
- Full anti-cheat system
- Cosmetic excellence
- Fantastic coin display
- Ultimate in play-appeal

COASTAL AMUSEMENT DISTRIBUTORS, INC.

601 Prospect St. – Lakewood, NJ 08701
TELEPHONE: (201) 905-6662
FAX: 201-363-6329 * TELEX: 132168

Betson presents new excitement in the Belgium Crane...

Limited Edition BIG CHOICE

The ultimate dimension in a jumbo crane

FEATURES INCLUDE:

- Attract Mode
- Electronic Sounds
- Reliable Belgium Mechanism
- Adjustable Claw Mechanism
- Quality Construction
- Separate Locked Cash Box
- Available in Button or Joy Stick Models
- Coin Counter Meters
- $1 & $5 Bill Acceptor with Stacker
- Prize Counter Optional
- Spare Parts in Inventory
- Adjustable Pricing/Custom Programming
- Credit/Timer Display
- Large Display Area
- Oversized 8″ Claw
- Innovative Halogen Lighting
- Mirrored Ceiling

2 PLAYER CRANE

Dimensions
70″- Width
46″-Depth
77½″- Height

1 PLAYER CRANE

Dimensions
35½″- Width
41″- Depth
77½″- Height

Exclusively available from Betson Enterprises and its authorized distributors.

BETSON ENTERPRISES
DIV. OF H. BETTI IND.: INC.
6 EMPIRE BLVD., MOONACHIE, NJ 07074
IN N.J. (201) 440-2200 • TOLL FREE 1-800-524-2343
FAX (201) 440-4463

BETSON

Pac-Man must be green with envy

It's lonely at the top. Pac-Man knows. Our rotund yellow hero and his family, long entrenched in the video hall of fame, now face the real possibility of being dethroned by the popular gang from *Teenage Mutant Ninja Turtles*. It's been a long time since Pac-Man really had a challenger for a place in coin-op history.

Industry veterans have often asked, "When is the next *Pac-Man* coming?" Coin-op games that catch the public's fancy and hold onto it for more than a few brief months have been in short supply. The desire for such a game ranks somewhere close to the desire to win a $6 million lottery.

The last game to really have a big impact was *Double Dragon*. Operators salivated for the game and copiers had a field day. The parallel issue really came to a head in this case, as operators who waited for the game through authorized distributors saw parallel imports appearing down the street, garnering big bucks. No such controversy has yet to attach itself to the half-shell heroes.

Can TMNT stand the test of time? One operator referred to the game as *Crime Fighters* with turtles. The game has all those elements that have dominated videos over the last five years: good guys vs. bad guys in a fight to save a girl. This time the girl is April O'Neil, ace reporter and close personal pal of the heroes. The theme is not new, but all the parts come together in a less threatening manner since the heroes are already popular cartoon characters.

There is no parental outcry over game violence here. Anyone who follows cartoons knows that violent happenings are part and parcel of the action. In Tom & Jerry cartoons, Tom always comes out the loser after suffering through explosions and other unspeakable disasters. And no cartoon character could have more harm come to his body than Wylie Coyote. Yet the characters return to their former health in the next frame; it's all make believe.

Operators are praying that high revenues from TMNT are real and not make believe. Earning reports range anywhere from $400-$900 a week and appear to be holding strong. April 1 marks the release date of the big screen TMNT movie, which will debut in 1,000 theaters and bring Michaelangelo, Donatello, Raphael, and Leonardo to even more youngsters across the nation.

The demand for TMNT merchandise is brisk. Likenesses of the major characters appear on everything from pajamas to lunchboxes. Surge Licensing, the lucky company that represents the Turtles, is sitting pretty. The line-up of Turtle-themed products includes skateboards, cookies, notebooks, a breakfast cereal, and action figures. According to an article in the New York newspaper Newsday, "In the 18 months since their debut as action figures, the Turtles have grossed a quarter of a billion dollars worldwide. This year, fueled by the movie, the Turtles could gross $350 million."

The fact that a TMNT adventure game appeared for the home last summer, well before the four-player coin-op game was released, proves that home games don't always adversely affect revenues in coin-op. Locations everywhere say TMNT is the best thing that's happened to them in a long time.

Operators with TMNT in locations that already include cranes and redemption games can capitalize on the game's popularity by mixing TMNT plush and jewelry in their cranes, and offering large TMNT figures as trade-up items. T-shirts could be offered as prizes during a game room contest for high scores. The creative mind can take this one and really run with it. Just like Pac-Man paraphernalia blanketed the country, so does that of the Turtles. I remember making Pac-Man cakes for a church fair and subdivision block party; such adaptations were popular.

Pac-Man is not quite ready to move over yet. The fabulous "run" figures he experienced probably won't be equaled again. The industry of today can't take that volume. If the market were flooded with one game it would become worthless in the future. I hope that our reptilian heroes continue to bring in the "green" for operators. There's only one caution: do not be swayed by the desire for only TMNT. Give all the other equipment out there a good look. □

Bonnie Theard

Bonnie Theard
Managing Editor

ACE HAS THE PICK OF THE SPRING CROP.

CHOOSE FROM OUR GROWING SELECTION OF CRANE PREPACKS.

Ace continues to produce the freshest ideas in Crane products, with a wide variety of prepacks in all price ranges to pick from.

Sample our selection by calling now for your free catalog.

ACE ACE NOVELTY

WASHINGTON
13434 NE 16th Street
Bellevue, WA 98005
(206) 644-1820
(800) 759-1223

CALIFORNIA
1855 Industrial Street
Los Angeles, CA 90021
(213) 626-0500
(800) 926-2223

ILLINOIS
3815 So. Ashland Ave.
Chicago, IL 60609
(312) 847-2600
(800) 926-1223

IN CANADA
Specialty Mfg., Ltd.
4660 Dawson Street
Burnaby, B.C. Canada V5C 4C3
(604) 299-7511

© Ace Novelty Co., Inc. 1990. GUMBY, POKEY and THEIR PALS© 1988 Prema Toy Company, Inc., HEATHCLIFF© 1988 McNaught Syndicate, Inc.

Being number one is a challenge

From left: Marty Glazman, Pat Lawlor, and Ken Fedesna by the new *Whirlwind*.

The name Williams has been synonymous with pinball ever since the legendary Harry Williams started the company that would retain his name. For almost half a century, from the '40s to the '80s, the company has kept its guiding principles and corporate philosophy: design and manufacture the best product you can, be as responsive to the market as possible, make your customers profitable.

Even though Williams may be better known for pinball than anything else in carrying out these principles, its video games and shuffle alleys also have made a tremendous impact on the industry. In fact, when it comes to video, *Defender, Stargate, Robotron 2084, Joust,* and *NARC*, to name a few, have had an immeasurable influence on the continuing success of the entire industry.

With all the exceptional games and walls splashed with awards, Williams maintains its integrity and remains focused on its goals. This is in no small measure due to the efforts of WMS, Williams Electronic Games' parent company, which also owns Midway Manufacturing Company. WMS has not lost sight of the ongoing needs of the coin-op industry and the types of entertainment players are demanding for their leisure time diversions.

Taking a closer look at the Chicago operation, the commitment is no less sincere and ongoing. Vice president and general manager Ken Fedesna is not your ordinary big-company executive. He was an engineer at the company before being offered the highest position. "When they approached me about the job, I was very surprised. What did I know about managing a company like this!" recalls Ken. "Yes, I had experience managing engineering and some production knowledge, but very little financial and sales experience."

Williams®

WHIRLWIND™

FEEL THE POWER OF THE WIND!

#1 FOR COIN-OP FUN

1942 — 48 YEARS — 1990

Williams® ELECTRONICS GAMES, INC.

However, they wanted someone who knew the industry, who knew the ins and outs of all phases of the business, especially engineering, and Ken was their choice. He has subsequently proven to be an able leader as well. Oh yes, he did say that he is getting much better at reading those financial reports!

Marty Glazman, Williams' vice president of marketing and sales, is a 20-year veteran of the business. There is little he doesn't know about the industry. Although his company is known for pinball machines, he is quick to point out, "It is more important than ever for operators to have a good mix of product. Those that have that mix are fine. Those that are heavy one way or the other have a problem."

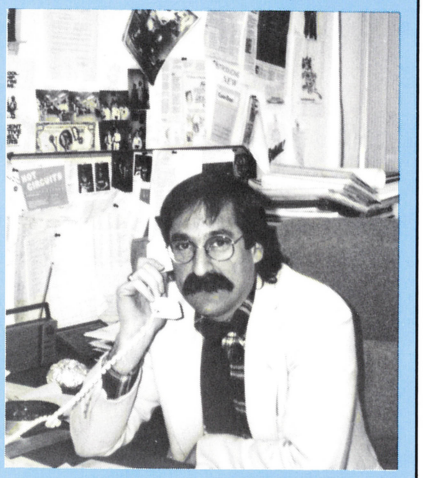
Williams has some very stiff competition—itself. With each success comes the realization that the next game will have to live up to higher expectations. But even Williams admits that every game is not going to be number one. "It would be unrealistic for us to say that every game we put out will be a winner. We try to analyze the market and make decisions that take all factors into consideration, but we still can't put out a hit every time," Marty admits. "Still, we try our best."

But Williams' number one hits far outnumber their infrequent misses. How has this company maintained its spot at the top so consistently? "Our commitment to the coin-op industry is strong," said Ken. "As an example of our belief in this industry, we are going to spend $6.5 million in engineering this year."

Does part of that $6.5 million include the home market? Not on your life, agreed Ken and Marty. "It may sound trite, but we really are placing our emphasis on coin-op," said Ken.

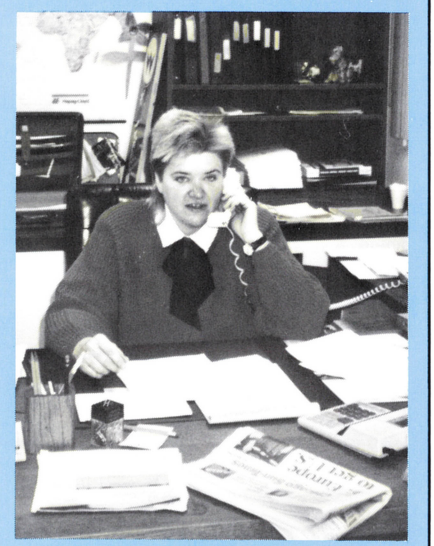
Marty added, "When we licensed *NARC* for the home market, we knew that we didn't want it released for at least a year-and-a-half after its introduction into coin-op. And in the spring of 1990, it will be available for the home for the first time.

"In addition, I have to admit that we had some comments which basically stated that if we would have done certain things differently in terms of the development and final presentation of *NARC*, it would have been better and easier to adapt for the home. Our response, however, was that we don't design games for the home. If one of our games happens to adapt itself for home use, fine, but we don't design them with that in mind. As always, our first commitment is to coin-op."



Roger Sharpe, marketing director.

Marty Glazman, vice president of marketing and sales.



Leslie Ross, sales manager.

Though it would be easy to sit back and reap the benefits of past success, Williams strives to be even better. "Being number one means that there is always someone coming up from behind. Fair competition doesn't bother us at all. In fact, competition only pushes us to be even better," said Ken.

As modest as Ken and Marty are about the magnitude of Williams' successes, it's evident that they love their work and the people they work with. "We can't forget that our business is designing *fun*," said Ken.

Marty added, "We have the most talented and creative group of designers around. We encourage them to be innovative; Williams isn't afraid to take a chance."

Williams has proven time and again that it is willing to take a risk if it's believed to be a good move for customers. For example, an unknown designer approached the company with an idea he had. Williams took a chance on the newcomer, Pat Lawlor. The result: *Banzai Run* paved the way for Pat's other hits, *Earthshaker* and the just-introduced *Whirlwind*.

What are Williams' goals for the future? "We will continue to earn the confidence of our customers by introducing exciting, profitable product. We will look at new opportunities and not push product out the door just to have something out. We will always concentrate on truly good product that gives our customers the return on investment they demand," Ken concluded.

Will those products include video, pin, and shuffle only? "We feel the market is there for these particular products, but we wouldn't hesitate to try something else if the chance presented itself and could be beneficial to our customers," Marty said.

And, obviously, from our conversation with Ken and Marty, the best in the business is only going to keep getting better and better. □

Midway Manufacturing Co.
3401 N. California Ave.
Chicago, IL 60618, (312) 267-2240
"THE BALLY GAME SHOW" © 1990 Midway Manufacturing Company. Manufacturers of Bally Amusement Games. All rights reserved.

NEW

FOR THE '90's

GRAYHOUND'S

BILL VALIDATOR OR ACCEPTOR

ACCEPTS ALL U.S. CURRENCIES

$1 · $2 · $5 · $10 · $20 · $50 · $100

DIP SWITCH SELECTABLE OPTIONS

$1 Bills Only

•

$1-$2-$5 Bills Only

•

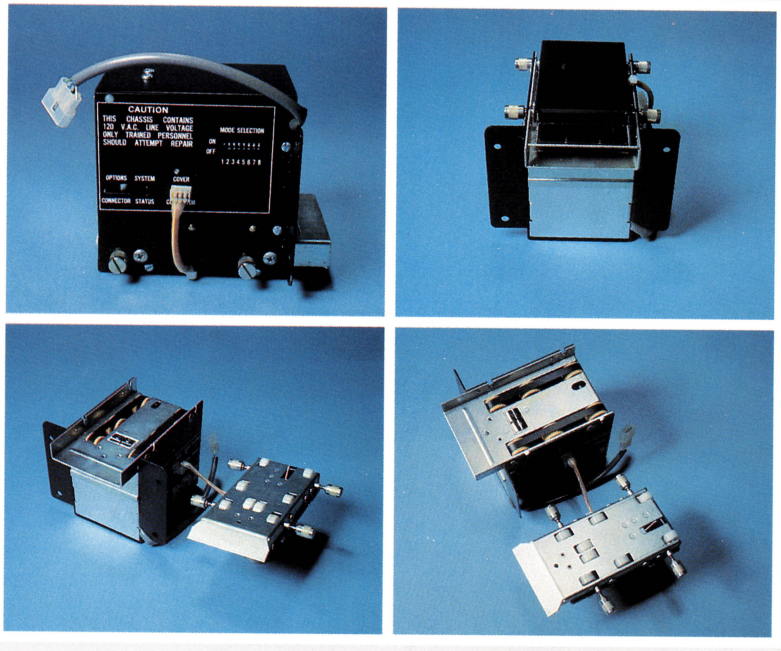
$1-$2-$5-$10-$20 Bills Only

•

$1-$2-$5-$10-$20-$50-$100

•

OUR OWN SPECIALLY DESIGNED BILL ACCEPTOR



DESIGNED TECHNOLOGY

•

EASY ACCESS

•

SIMPLE REPAIR

•

COMPACT SIZE

DIMENSIONS
WIDTH • 2¾"
HEIGHT • 4"
DEPTH • 5"

OPERATORS INTRODUCTORY SPECIAL

Manufactured in the U.S.A.

GEI **GRAYHOUND ELECTRONICS, INC.**

(not affiliated with the Greyhound Corp.)

A Publicly Traded Company **(GRAY)** NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754

Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

NEW

FOR THE '90's

GRAYHOUND'S

BILL VALIDATOR OR ACCEPTOR

ACCEPTS ALL U.S. CURRENCIES

$1 · $2 · $5 · $10 · $20 · $50 · $100

DIP SWITCH SELECTABLE OPTIONS

$1 Bills Only

•

$1-$2-$5 Bills Only

•

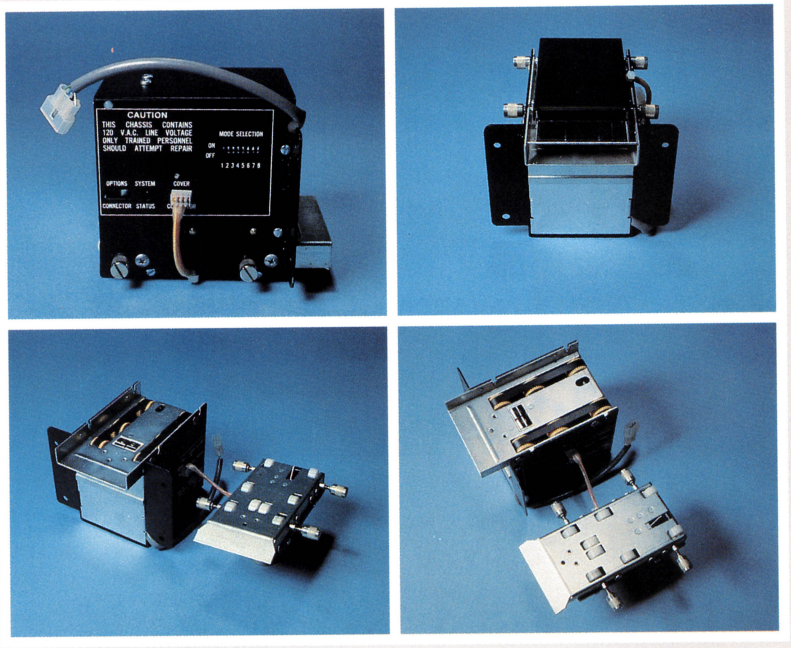
$1-$2-$5-$10-$20 Bills Only

•

$1-$2-$5-$10-$20-$50-$100

•

OUR OWN SPECIALLY DESIGNED BILL ACCEPTOR



DESIGNED TECHNOLOGY

•

EASY ACCESS

•

SIMPLE REPAIR

•

COMPACT SIZE

DIMENSIONS
WIDTH • 2¾″
HEIGHT • 4″
DEPTH • 5″

OPERATORS INTRODUCTORY SPECIAL

Manufactured in the U.S.A.

GEI **GRAYHOUND ELECTRONICS, INC.**

(not affiliated with the Greyhound Corp.)

A Publicly Traded Company **(GRAY)** NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754

Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

HOTTEST KIT *for the* 90's

HOT 1990's

HOT 1990's

LUCKY 8 LINER

YOUR REVENUES WILL LAST FOREVER

SURE MONEY MAKER!

GEI GRAYHOUND ELECTRONICS, INC.

(not affiliated with the Greyhound Corp.)

A Publicly Traded Company (GRAY) NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754

Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

HOTTEST KIT *for the* 90's

HOT 1990's

HOT 1990's

LUCKY 8 LINER

YOUR REVENUES WILL LAST FOREVER

SURE MONEY MAKER!

GEI GREYHOUND ELECTRONICS, INC.

(not affiliated with the Greyhound Corp.)

A Publicly Traded Company (GRAY) NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754

Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

New for the 90's

DELUXE 8 LINER GAME

by GRAYHOUND

EXCLUSIVE MANUFACTURER

FOR AMUSEMENT ONLY

COIN OR NON COIN OPERATED

19″ UPRIGHT MODELS

The Hottest Game in the USA

NON COIN OPERATED

KITS
also available

AMUSEMENT COIN OPERATED WITH BILL ACCEPTOR
Accepts $1 $5 $10 $20

Manufactured in the USA

GEI **GRAYHOUND ELECTRONICS, INC.**
(not affiliated with The Greyhound Corp.)
Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754
Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

A Publicly Traded Company **(GRAY)** NASDAQ

New for the 90's

DELUXE 8 LINER GAME

by GRAYHOUND

EXCLUSIVE MANUFACTURER

FOR AMUSEMENT ONLY

COIN OR NON COIN OPERATED

19″ UPRIGHT MODELS

The Hottest Game in the USA

NON COIN OPERATED

KITS
also available

AMUSEMENT
COIN OPERATED WITH
BILL ACCEPTOR
Accepts $1 $5 $10 $20

Manufactured in the USA

GEI **GRAYHOUND ELECTRONICS, INC.**

(not affiliated with The Greyhound Corp.)

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754

Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

A Publicly Traded Company **(GRAY)** NASDAQ

Newport

Shoot for the Stars Basketball

FEATURES

- *Profit maker, high profits with low maintenance*
- *Customers stay longer and consume more food and beverages*
- *Increased traffic provides consumers a reason to frequent your account*
- *Develop exciting promotions/events based on the game*
- *Space-saving design (3' wide x 8' deep x 8' high) to fit in almost any extra space*
- *Durable light construction*
- *Easy to assemble or relocate*
- *Programmable 25¢, 50¢, or 3 for $1.00 play*
- *Free game point setting*
- *Provisions for tournament upgrading*
- *Game light when coin inserted*

SPECIAL PRICE
$1295.00
WITH NEWPORT PROGRAM

Now available, the hottest game of skill in young adult amusement activity. The Newport Basketball is a fast paced action game for the young and old alike. The challenge to pit their shooting skills against the clock will keep them coming back again and again. With options for one or two players, Newport Basketball offers all many hours of spirited competition. Built in the U.S.A. by Grayhound Electronics Inc., its rugged construction and space saving design provides you with high profits and low upkeep. There's no slowin' down with the Newport Basketball game.

Order today by calling a Grayhound Representative at 1-800-833-HOOP or 1-800-222-0491.

GEI **GRAYHOUND ELECTRONICS, INC.**
(not affiliated with the Greyhound Corp.)
A Publicly Traded Company **(GRAY)** NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754
Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

Newport

Shoot for the Stars Basketball

FEATURES

- *Profit maker, high profits with low maintenance*
- *Customers stay longer and consume more food and beverages*
- *Increased traffic provides consumers a reason to frequent your account*
- *Develop exciting promotions/events based on the game*
- *Space-saving design (3' wide x 8' deep x 8' high) to fit in almost any extra space*
- *Durable light construction*
- *Easy to assemble or relocate*
- *Programmable 25¢, 50¢, or 3 for $1.00 play*
- *Free game point setting*
- *Provisions for tournament upgrading*
- *Game light when coin inserted*

SPECIAL PRICE
$1295.00
WITH NEWPORT PROGRAM

Now available, the hottest game of skill in young adult amusement activity. The Newport Basketball is a fast paced action game for the young and old alike. The challenge to pit their shooting skills against the clock will keep them coming back again and again. With options for one or two players, Newport Basketball offers all many hours of spirited competition. Built in the U.S.A. by Grayhound Electronics Inc., its rugged construction and space saving design provides you with high profits and low upkeep. There's no slowin' down with the Newport Basketball game.

Order today by calling a Grayhound Representative at 1-800-833-HOOP or 1-800-222-0491.

GEI GRAYHOUND ELECTRONICS, INC.

(not affiliated with the Greyhound Corp.)

A Publicly Traded Company **(GRAY)** NASDAQ

Rt. 37 & Germania Station Road • P.O. Box 1697 • Toms River, NJ 08754

Toll Free 1-800-222-0491 • In NJ (201) 341-5200 • FAX 201-341-6560

Supreme Court refuses to hear Red Baron case

After being tied up in the courts for more than three years, the case of Red Baron versus Taito is finally over. The U.S. Supreme Court refused to hear the case; therefore, the decision of the U.S. 4th Circuit Court of Appeals is upheld: it is legal to buy and sell parallel printed circuit boards, but it is illegal to "publicly perform" them.

"Obviously, I am very disappointed and surprised that this is the interpretation of our copyright law," said Bill Beckham, president of Red Baron Amusements and spokesman for American Operators for Equal Treatment. "We wanted an on-point case. We got it and took it as far as our law allows. Though we might not like the results, we have a definite answer to the controversy that has split the industry for at least three years. With this out of the way, maybe peace can come to the U.S. industry and we can join forces to work toward common goals."

Despite losing, Beckham contends that he has nothing but respect for Taito America and Taito Japan. "People have to remember that I picked this fight with Taito, they didn't pick one with me," he said. "This fight was aimed at stopping the policy of making U.S. operators buy dedicated games, the policy of all U.S. manufacturers. Taito has handled this entire episode with class and dignity. I believe they realized that this was a question that needed to be answered for the good of the entire industry. They shouldered the burden for the rest of the manufacturers. Taito fought fair and hard, and they won. For this they should be congratulated."

Joe Dillon, president of Taito America, had this to say: "On one hand, we'd like to put this matter to bed once and for all. On the other hand, as manufacturers, we want to be reconciliatory. We are thankful that the issue has been resolved. I think the incident has taught us some things.

"Operators, through Beckham, were saying loud and clear that they wanted to be treated fairly by the manufacturers," Dillon continued. "I don't think that all of this has been a waste of time. The smart manufacturers will begin listening to the operators and their needs. Their future policies will reflect that. But I hope the industry never has to go through something like this again."

Sharpe promotes pins on the "Today Show"

Williams' Roger Sharpe (r) with game designer Python Anghelo at ACME '89.

The coin-op amusement industry—pinballs, specifically—got some positive publicity on the Feb. 2 edition of NBC's "Today Show." Williams' marketing director Roger Sharpe and Vending Times music and games editor Lou Perfidio were the guests on the segment, titled "Pinball Wizards."

Program host Bryant Gumbel opened the piece standing beside an old Gottlieb pin, *Central Park*. He then mentioned this year being the 60th anniversary of pinballs, moving to a row of more current, high-tech games: *Whirlwind, Earthshaker, Elvira and the Party Monsters*, and *Mousin' Around*. Gumbel asked Sharpe and Perfidio questions as he tried his luck on *Whirlwind*. He was well on his way to a free game before abandoning it for another pin.

Sharpe told Gumbel that pinball has experienced a resurgence due, in part, to the dazzling effects found on today's games. "You can't get this experience from any other type of coin-op amusement equipment," he said. "Pinball is more physically interactive than video games. It's skill involved, not luck."

Gumbel wondered if perhaps today's pinballs were harder to play, what with all of the action taking place on the playfield. "The games coming out now have sophisticated story lines, but when you figure out what the goal is, it's easier to play," Sharpe said.

When asked about his analogy of pinball to sex, Perfidio explained it succinctly: "Pinball is a lot like sex; it's a fun, special kind of feeling."

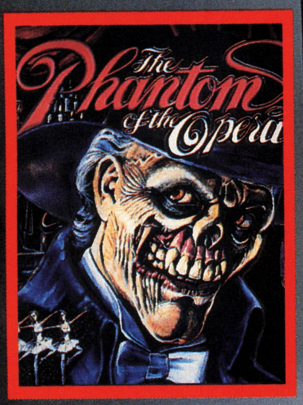
At the end of the segment, Gumbel was joined by co-host Deborah Norville at the machines. The two were clearly having fun trying to master the silver ball. Strains of Elton John's "Pinball Wizard" were heard as the show went off the air.

Betson Enterprises and The Broadway Arcade provided the machines for the piece.

CLASSIC THRILLER UNVEILED!

Horror, mystery musical theme and screams from The Phantom Of The Opera set the stage for dramatic pinball action to keep players clamoring for more.

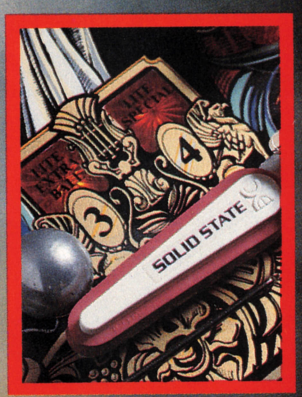
Special Effects and Scoring Features!



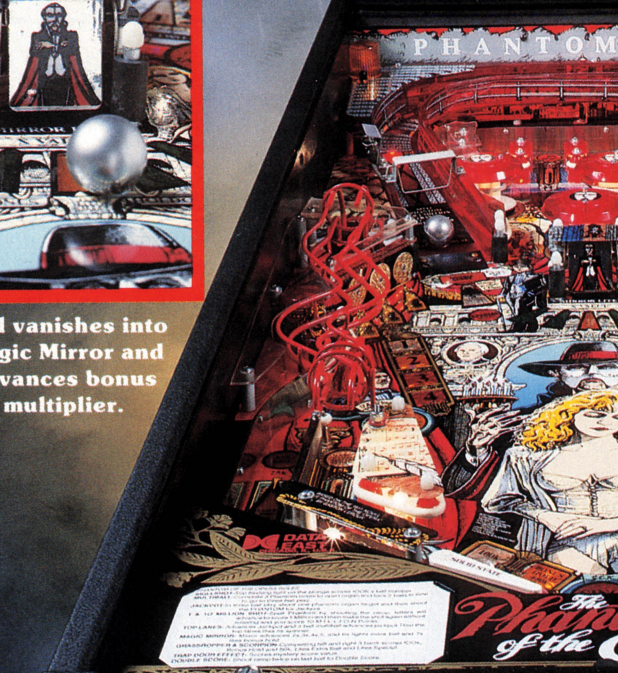
See the Phantom unmasked and true face revealed.

Activate Organ Door to uncover Phantom's hiding place for multi-ball action.

Ball vanishes into Magic Mirror and advances bonus multiplier.



Patented Solid State Electronic Flipper™.
Patent No. 4,895,369



Featuring Quality Coin Doors and Validators from COIN CONTROLS

DATA EAST

© Copyright 1990 Data East USA, Inc.

See your local Data East distributor or contact Data East USA, Inc.
1850 Little Orchard Drive
San Jose, CA 95125
(408) 286-7074

Host of TMNT promos lined up for 1990

The phenomenon of Teenage Mutant Ninja Turtles (TMNT) is showing no signs of weakening. Besides being in the public eye with Konami's dedicated video smash, the TMNT characters are set for appearances on TV, record, and even the big screen.

Burger King kicked-off its first national TMNT promotion on Feb. 1; it'll run until March 15. Over $5 million worth of TV advertising is involved in the promotion, which features some 14 million TMNT badges being handed out to child customers.

The TMNT motion picture will be released on March 30. It will be accompanied by $8 million worth of advertising and promotion, including the release of a Turtles soundtrack movie album. Then, on April 1, Burger King will begin its second promotional wave. This campaign will consist of a $5 million TV blitz backing a multi-million unit video cassette promotion and Turtles movie theater tie-in.

On Jan. 1, Playmates Toys started a year-long, $12 million TV advertising campaign to back the TMNT toy line. Also, the TMNT syndicated, five-day-per-week animated TV series will continue uninterrupted all year. It airs nationally in over 140 TV markets. And in fall 1990, the TMNT motion picture will be released nationally on home video cassette. A major promotional tie-in is planned.

The Turtles also make appearances in page form. Over 500,000 TMNT comic books are distributed every month, and this summer marks the arrival of—what else—the TMNT magazine.

So to every operator of Konami's *TMNT*: don't worry about the game receiving a lack of marketing support.

The four-player arcade version will be released to the home this summer. It will be entitled *TMNT II*.

David Sandler (r) of Sandler Vending Co. in Minneapolis, Minn., hosted a successful showing of the new *Rock-Ola 2000* all-CD jukebox on Jan. 25. Several operators from the upper Midwest turned-out to learn about the jukebox's many features.

This cardboard replica of a Wurlitzer 1015 jukebox was created by the art class at the General Brown Elementary School, located in Brownville, N.Y. These hardworking students showed what happens when cardboard and a few lights meet up with skill and ingenuity. Debra Stafford supervised the project, which was also used in the school Christmas program.

Finalists selected for amusement award

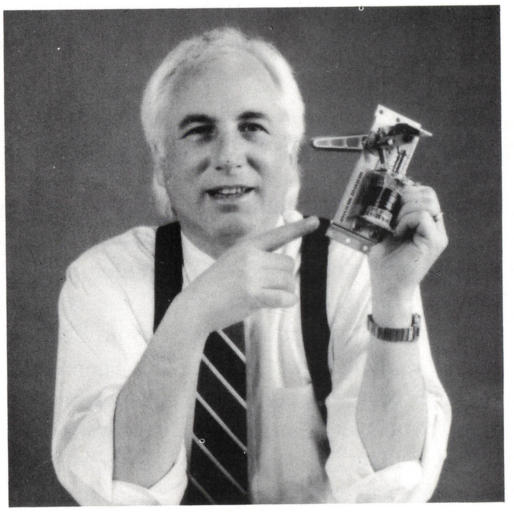
The board of governors for the Liseberg/Amusement Business Applause Award recently announced the six finalists for its 1990 award. The winner will be named at the International Association of Amusement Parks and Attractions (IAAPA) annual convention in Washington, D.C., on Nov. 14-17.

The international award is presented bi-annually, honoring a park or attraction "whose management, operations, and creative accomplishments have inspired the industry with its foresight, originality, and sound business development." Each of the finalists will be visited by a board member before the winner is selected.

The six finalists for this year are: Sea World of California in San Diego, Calif.; Europa-Park in Rust, West Germany; Universal Studios Tour in Universal City, Calif.; De Efteling in Kaatsheuvel, The Netherlands; Busch Gardens, The Old Country in Williamsburg, Va; and Opryland in Nashville, Tenn.

I gave you a better Flipper -- a Solid-State Electronic Flipper™ which is a tremendous success. I guarantee no coil burn out for 1 Year, or I'll replace it FREE!* Future games will have this feature as well as Kryptonite™ playfield hard coat, the world's hardest surface - harder than a diamond - tough, strong, scratch-proof and easy to clean. You'll never need mylar - ever! You can rely on us for the latest in quality and innovations.

Gary Stern
General Manager



NEW! Flipper Button Micro-Switch

PATENTED SOLID-STATE FLIPPER AND WORLD RENOWNED ARTIST RETURNS!

Patent No. 4,895,369

He's back! The guy whose work you've loved. The guy who has fascinated the entire industry for years with his super art and dynamic style. Recognized as the greatest artist who ever put 'socko, come on and play me' on any piece he touched a brush to. He's done our latest and greatest Phantom pin game -- back glass, playfield and all. And it's KILLER!

Paul Faris
The man with the golden touch.

DATA EAST PINBALL, INC.

DATA EAST

See your local Data East Distributor or contact Data East USA, Inc.
1850 Little Orchard Drive
San Jose, CA 95125
(408) 286-7074
Pinball Service: 1-800-KICKERS
In Illinois: 708-345-7700

*See your Distributor for details.

UATA opens center in Dallas

United Artists Theatre Amusements, a subsidiary of United Artists Theatre Circuit (United Artists Entertainment Inc.), opened a "futuristic family fun center" in Dallas on Dec. 26, 1989. Located in the UA Plaza, the amusement center is named Electronic Experience. The conceptual design came from Jon Daugherty, UATA's chief executive.

Electronic Experience features a "video lounge," a sit-down bar with video games built into the bar. Young people can play video games at the bar and also drink nonalcoholic cocktails. The lounge also provides full-service concessions, including hot dogs, nachos, and popcorn.

In addition, the amusement center offers exclusive games and attractions that are being introduced in the United States for the first time. Among them are *Ghost Train* from Italy, which redeems a prize for kids with each play; England's *Beat the Clock*, a rolldown redemption game; the video-pinball game from Italy, *Motor Show*; and *Lucky Seven* redemption games from England.

There's also a "video wall"; one side of Electronic Experience has a decorative design with video games built directly into the wall. Driving games, sports games, and novelty pieces are on-hand for the more traditional players.

A highlight of the interior design is the ceiling cove perimeter. It features fiber optic lighting, which constantly changes colors. J.R. Minick & Associates of Dallas served as the project architect, while Corporate Design of Irving, Texas, acted as interior consultants.

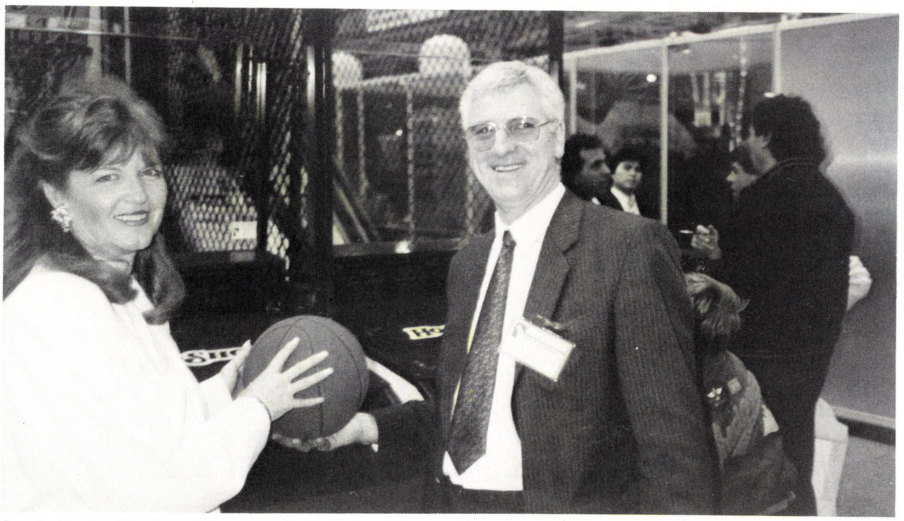
For more information, contact Jon Daugherty at (619) 322-4422.

Billiard expo drawing closer

The 7th Annual Billiard Congress of America International Trade Expo is set for July 19-21 at the Commonwealth Convention Center in Louisville, Ky. More than 170 domestic and foreign exhibitors will occupy some 500 booths at the show.

The products to be exhibited include coin-operated pool/billiard tables, accessories, jukeboxes, and other coin-op amusement games. Last year, 22 countries attended the show.

For more information, contact Frank C. Zdy, Continental Productions, 3943 Tambor Road, San Diego, CA 92124-3407; (619) 278-3877; FAX (619) 268-9372.



Sondra Doyle of Doyle and Associates with Bernie Walder, sales manager for Britain's Crompton Machine Co., at the recent ATEI show in London. They are standing beside Doyle's *Hoop Shot Basketball*; Crompton is the game's U.K. representative.

Bob Lentz

Lentz named by Midway Manufacturing

Midway Manufacturing Co. has appointed Bob Lentz to the position of sales manager for the Bally pinball and Bally/Midway video product lines. He brings over 15 years of experience to Midway, including experience in every segment of the coin-op amusement industry with such companies as Merit Industries, Seeburg, Loewen-America, and Stern Electronics.

"We're very happy to have Bob aboard," said Steve Blattspieler, Midway's vice president of sales and marketing. "His extensive product knowledge and familiarity with the people in the business will make Bob a strong, integral part of our team."

Chernin joins S.O.S. Good Stuff

Stephen Chernin has been named national sales manager for the crane division of S.O.S. Good Stuff Corp. He had previously been the East Coast sales representative for P.M.I. Toys and Novelties. Chernin can be reached at the company's new address: 44-00 33rd St., Long Island City, NY 11101. The telephone number is (718) 937-3333; the FAX is (718) 937-1037.

Model Denise Canby

Made In USA

Quality is Always in Style

- Classic Look with Stereo Sound
- Holds 100 CD's or 45's
- 8 Bubble Tubes with Rotating Colors
- Hand Crafted Quality
- 5-Year-Warranty-on-Mech.

1 Year Warranty on CD Player.

Rowe® / The Antique Apparatus Co.

"A winning combination."

Available from your local
Rowe/AMI factory - authorized distributor.

Pinball committee meets in Chicago

Members of the AMOA Pinball Promotion Committee met in Chicago in mid-January to consider multi-faceted promotion/marketing strategies for pinball. The committee, chaired by John Bell of Bell's Music in Vicksburg, Miss., is comprised of both operators and manufacturers of pinball machines, including representatives from AAMA.

The formation of the committee coincides with the celebration of pinball's 60th anniversary in 1990, as well as the game's resurgent popularity. (There are an estimated 900,000 to one million pinball games on location throughout the United States.) Funding of committee activities will come from contributions from AMOA and four pinball manufacturers: Williams Electronics, Bally/Midway, Data East Pinball, and Premier Technology, all headquartered in the Chicago area.

At its January meeting, the committee's three subcommittees—marketing, education, and tournament—reported on the following activities:

* **Marketing** (Chaired by Roger Sharpe, Williams): The subcommittee will begin work on a pinball information kit for distribution to trade and consumer media, as well as future operator mailings. It would be patterned, in part, after AMOA's successful jukebox promotion information package. The subcommittee will also look into the feasibility of pinball merchandise (e.g., calendars, pins) and work with the other subcommittees for the dissemination of pinball news to the industry and consumer media.

* **Education** (Chaired by Clyde Knupp, Amuse-O-Matic): The subcommittee will look into the possibility of creating a pinball handbook for operators; it would address marketing and repair issues. It will also work with AMOA's Education Committee to develop pinball seminars for the AMOA Expo and AMOA regional seminars.

* **Tournament** (Chaired by Gene Urso, Madison Coin Machine): The subcommittee will investigate the formation and implementation of pinball leagues patterned, in part, after the AMOA National Dart Association. This would include criteria for league information, standardized eligibility requirements, scorekeeping, player sanctioning, and sponsorship of regional/national tournaments.

Finally, the Pinball Promotion Committee heard a proposal from an outside vendor on the creation of marketing and training videos related to pinball.

The Brent Leisure booth at London's ATEI show displayed Smart Industries cranes and *Shoot To Win 2 Hoop* basketball game.

Smart exhibits cranes, basketball, at ATEI

London's Brent Leisure reports having a hit at their ATEI show booth with Smart Industries' *Shoot-To-Win 2 Hoop* basketball game and line of *Clean Sweep Classic* cranes. The show, held in January, was well-attended by operators from all over the world.

This was the first year for the Brent Leisure/Smart Industries team; the company is Smart's exclusive distributor in England. Smart Industries vice president Jeff Smart said the European market was happy with the *Classic Jumbo* single unit crane. "They especially liked the immense viewing area, achieved by the extra low playfield and increased window display," he commented.

Pennsylvania pushing for poker legalization

Fred Wood, chairman of the Video Poker Legalization Committee for the Pennsylvania Amusement and Music Machine Association (PAMMA), is urging the membership to contact their individual state representatives for possible legislative co-sponsorship. As of Jan. 26, only 15 members of the state House of Representatives were willing to support a bill legalizing video pokers. At least 30 co-sponsors are required.

According to a letter from Wood, "An important part of the bill is the amount of money that will go to local governments and school districts. There is a special formula that can be easily tabulated. Call your local board member and ask him or her to give you these figures. This will help you convince your legislator to support the bill."

The proposal was expected to be introduced during the first week of February. Later, it will be assigned a bill number and printed.

As this undertaking is expensive, PAMMA is asking its members for a $100 check made payable to the "Video Poker

If you can love it, squeeze it,

play it, or throw it,

Jack's got it for you.

Acme's Jack Kelly sure has his hands full these days! Full of the kind of quality redemption merchandise your customers will love—including licensed items like Noids™, Super Mario Bros®, Rude Dog™ and more. Catch it all in our new full-color catalog. Then order. For your free copy, call Jack at 800-325-7888, ext 422.

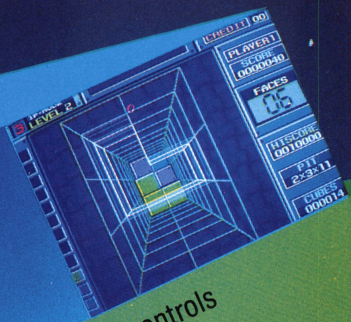
Acme Premium Supply Corp.
4100 Forest Park
St. Louis, MO 63108

SEE US AT ACME 90 BOOTH 4601

© 1990 Domino's Pizza Inc. © 1990 Nintendo of America Inc.
© 1990 Sun Sportswear, Inc. Licensed by Applause Licensing

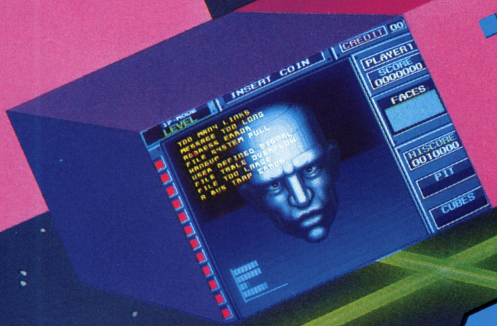
TETRIS* WAS THE '80s...
BLOCKOUT IS THE '90s!
BLOCKOUT: New 3-Dimensional play perspective.
TETRIS: Traditional 1-Dimensional play perspective.
BLOCKOUT: 2-player interactive/ competitive feature.
TETRIS: 2-player feature as 2 independent games.
BLOCKOUT: Change of playfield from stage to stage.
TETRIS: Same playfield from stage to stage.
INSERT COIN
CREDIT 00
P2 LEVEL-3
TO GO
VS
P1 LEVEL-3
TWO WAYS TO WIN VS MODE
1. FIRST PLAYER TO ELIMINATE 21 FACES WINS.
2. OPPONENT'S BLOCKS REACH TOP OF PIT.
BUTTON
BUTTON
BUTTON
MOVE BLOCK
2 PLAYERS CAN PLAY AND COMPETE INTERACTIVELY!

ADD A NEW DIMENSION TO YOUR PROFITS.



BLOCKOUT features:

- Start level select
- Buy-In at any time
- Game Continuation option
- 100 different stages
- Bonus round on completion of certain stages
- Unique game controls configuration
- Advanced sound and game graphics
- Horizontal universal conversion kit



BLOCK OUT™

FROM THE MAKERS OF DOUBLE DRAGON™, DOUBLE DRAGON II™, AND WWF SUPERSTARS®!

AMERICAN TECHNOS INC.®

10080 N. WOLFE RD.
SUITE SW3-372
CUPERTINO, CA 95014
PHONE (408) 996-1877
FAX (408) 996-8736

© 1989 Technos Japan Corporation. © 1989 California Dreams, a subsidiary of LDW, Inc. BLOCKOUT is a trademark of Kadon Enterprises, Inc. and is used by permission. WWF SUPERSTARS is a registered trademark of Titan Sports, Inc. ™M and © 1987, AcademySoft-Elorg., All Rights Reserved. Tetris licensed to Andromeda Software Ltd.; and sublicensed to MIRRORSOFT LTD and Sphere, Inc. © 1988 Atari Games Corp. All Rights Reserved. Original concept, design and program by Alexey Pazhitnov and Vadim Gerasimov, respectively.

Prestige Games Presents BONANZA POKERS!

The Favorite — *Golden Mini-Boy*
5 Card Draw plus Hi-Lo — Nothing Else
More popular than ever before!!!

New *Deluxe Mini-Boy Poker*
Jokers — Raise — Automatic Hold
3's & 7's Bonus and Half Bet on Winning Hand

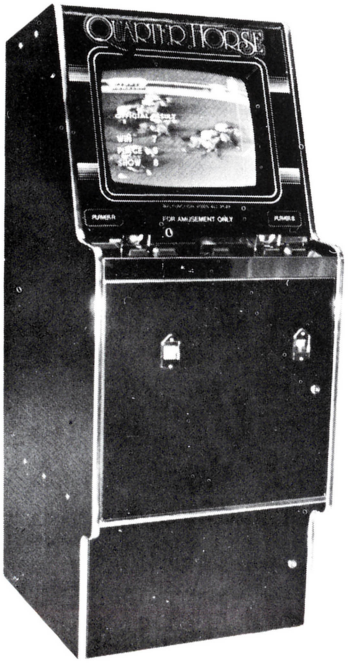
The Smallest Poker on the Market
that Out-Earns Large Upright Models

Either Model Also Available in U.S.-Made
Upright Cabinets

★ ★

The Most Unique Game On The Market Today.

Proven over the past 6 years to be the most exciting video amusement game in America.



Quarterhorse Features:

- 19-inch monitor – new clean PC Board – new heavy-duty, industrial-type disc player – dual coin entry and optional bill acceptor – stylish design compatible with all decor.
- Remote monitors to increase audience participation – electronic audit system – Adjustable number of credits – Easy play to generate greater profits.
- 2-player game – "Double Odds" feature, on a random basis, will award the player double the odds displayed on the tote board.
- Time tested, state-of-the-art technology – On screen diagnostic program for easy testing of all switch inputs, lamps, audio generator and random number generator plus a complete analysis of accounting information.
- Special optional modifications are available such as redemption option.

Dimensions:
Unit – H-60" × W 24½" × D 28"

Note: The operation of these games and the features, therein may be subject to various state, provincial and/or local laws or regulations. It is not intended herein to solicit the sale of such games in any jurisdiction wherein the same may not be lawfully sold or operated.

Marketed Exclusively By:

Arjay Export Co., Inc.

119-A Thornton Dr. • Hyannis, MA 02601

(508) 771-6088

Telex: 284417 (Arjay Hyis) • Fax: 508-771-6119

DISTRIBUTORSHIPS AVAILABLE

NEWS

Legalization Committee." They can be sent to the PAMMA office at 12 N. Third St., Harrisburg, PA 17101.

Video poker switch

As of Feb. 15, the Foxtronix line of video card games is no longer being manufactured by H.T.S. Electronics. It has been assumed by a new company, Game Sales Manufacturing Inc. Dennis Rotino, formerly sales manager with H.T.S., heads up the company.

For more information on the company, write Game Sales Manufacturing Inc., 5193 G St., Chino, CA 91710; (714) 590-4556.

Betson adds Treger

William "Bill" Treger Jr. has joined Betson Enterprises' marketing staff for redemption and novelty games. He had been bureau chief and chief investigator for the New Jersey Bureau of Amusement Games Control, N.J. Division of Alcoholic Beverage Control, since 1982.

During the past eight years, Treger has become New Jersey's "expert" on redemption games. He has been active in NAGRA (North American Gaming Regulators Association), serving as its treasurer since 1988. Treger joins Betson's redemption staff of John Margold, Neal Rosenberg, and Bill Seibert. Look for him at Betson's ACME booth (#4505).

William Treger Jr.

ROWE WHERE NO ONE HAS GONE BEFORE.

ROWE'S LASER WALLSTAR HELPS YOU SEEK OUT NEW OPPORTUNITIES.

Finally, there's a remote possibility for compact disc selection. The high-tech appeal and compact size of the remote-selection Laser WallStar place it above and beyond the call of a jukebox—in locations that never even dreamed they could offer customer-selected music.

The Rowe Laser WallStar can play the entire circuit because it fits in *any* location. Its irresistible good looks complement any decor, attracting more playing—and paying—customers. An eye-catching CD display disc draws immediate attention, while full-sized CD album jackets tempt your customers to play their favorite artists. And once they hear that astounding laser sound, they'll want to play it again and again.

The Rowe Laser WallStar connects to our LaserStar® jukebox or our CD Hideaway unit, which features the reliable Rowe/AMI components you've trusted for years. The Laser WallStar is built to last—because we know patrons in all locations will be making "treks" for it all night long.

Available through your local music and games operator.

ROWE®

QUALITY LEADERSHIP INTO THE 21ST CENTURY

California

A video arcade owner in Lompoc, Calif., is embroiled in a controversy with the city over restrictions placed on the operation of his business. In fact, Raymond Carter and his wife Shelly—owners of JR's Family Game Room—have hired a lawyer to take the city to court.

The issue is whether the Lompoc City Council was justified in upholding a planning commission decision to restrict the arcade's hours (a closing time of 8 p.m.). It also requires the arcade to employ a licensed security guard and maintain a well-lit area, even hours after closing.

According to city attorney David Hirsch, neighboring businesses had been complaining about increased vandalism. Police also reported a rise in crime, which is attributable to the arcade, he added. But Carter contends that the problems existed long before he opened his arcade in May 1988. "There are drug raids in this area all the time; we're in the hot spot of town," Carter said.

Hirsch says the conditions imposed on the arcade—the only one in Lompoc—are reasonable and that the city isn't trying to put Carter out of business. But Carter says shortened operating hours and high security guard and utility costs are doing just that. He figures to lose about $100,000 if forced to close. The Santa Maria Superior Court will decide the matter, but Carter vows to take his case to the Supreme Court if necessary.

"I think there should be some restrictions on bowling alleys, bars, and arcades—but they should all be treated equally," he said.

Georgia

Commissioners from Cobb County have approved a zoning change to allow a family amusement center across from a Dobbins Air Force Base runway. It came despite Dobbins officials' concerns over the risk of an airplane crash on the site. The county Planning Commission had unanimously rejected the zoning change application as well.

The commissioners approved the application for general commercial zoning for a 44-acre amusement center. It will include video games, a 10-screen movie theater, go-cart track, and miniature golf course.

On Nov. 9, 1989, a Navy jet from Naval Air Station-Atlanta, next to Dobbins, crashed into an apartment complex near the base. Two people were killed, while two others sustained critical injuries.

"This is the wrong thing at the wrong time," said Dr. Phil Secrist, one of the dissenting commissioners. "I personally would have an awful time voting for this if, in five years, something happened." Added fellow dissenter Emmett Burton, "My concern is the concentrated, high density of people at the end of the runway."

The three commissioners in favor of the amusement center contend that the development poses no more of a risk than others in the Dobbins flight path area. "It's no more dangerous than these four-lane divided highways," said Harvey Paschal. "They are more dangerous than anything we can put at the end of the runway."

Illinois

A new amusement licensing ordinance in the village of Cary has its president up in arms, so much so that he intends to veto the measure. Earlier in 1989, Village president George Kraus asked a committee to review amusement machine regulations, with the idea of perhaps doing away with the licensing requirements.

But the Village Board acted contrary to his wishes, voting 4-2 to *double* the licensing fee to $50. They also added all vending machines to the ordinance, which had previously covered only pinball and video games. "What's wrong with you people—$50 for a candy bar machine?" Kraus said angrily.

Trustee Sue McCabe said the amendment would allow Cary to generate revenue and help officials keep tabs on amusement and vending machines. She added that the fees were in keeping with others charged in surrounding suburban communities.

Kraus said he was surprised by the board's action because he was planning to have the ordinance abolished, due to the law's recent lack of enforcement. He was hopeful that a veto would be sustained, but another 4-2 vote would override it.

Massachusetts

State Sen. Frederick Berry has decided to drop his proposal for legislation that would've allowed cities and towns to levy a five-percent sales tax on licensed video game proceeds. A study by the Joint Committee on Taxation revealed the bill would raise only two to four million dollars.

"I agree with them that it is probably not worth the controversy and effort to push through the bill," Berry said. He added, though, that the bill does have merit, saying, "Nobody seems to have grasped the concept of what I was trying to do." The intent was to go after the "considerable amount of revenue" that is not being reported in the video game industry. While most operators are honest, he noted, the few who aren't are costing the state thousands of dollars.

Berry says he envisioned state or local officials installing new technology to provide accurate readings of machine revenue. Once obtained, the readings would be used by the Department of Revenue to determine how much the operator owed in income tax. "Obviously, it would make it harder for people to cheat," he said. □

POP-A-BALL

STEP ONE:
Press DEAL/DRAW to "Pop" cards!

STEP TWO:
DISCARD One to Five cards or STAND Pat!

STEP THREE:
Press DEAL/DRAW to "Pop" new cards!

Now distributed by Coastal Amusement (201) 905-6662

HOTTEST REDEMPTION GAME IN AMERICA!
$1,000/Week GROSS!!!*

"Pop-A-Ball™ is one of the best arcade redemption games to come along in years . . . After more than 20 weeks in operation it is consistently one of our top arcade earners week after week."
Mike Patz Jolly Time

*Reported by some locations.

1(800) 221-0138 Outside NJ TELEX #132168
(201) 370-3030 In NJ FAX (201) 363-6329

SMS manufacturing corporation
601 Prospect Street
Lakewood, NJ 08701

State association heads gather in Chicago

Paul Corey (l), executive vice president of the Ohio Coin Machine Association, with Wisconsin's Jim Stansfield. Stansfield is the chairman of the AMOA State Association Committee.

The AMOA's first non-expo-related meeting of state association executives and key officers took place in Chicago on Jan. 23-24. Twenty-five leaders from 17 states and one city attended.

The meeting, spearheaded by AMOA's State Association Committee, gave attendees a forum to discuss important issues affecting the management of state associations. The states represented were: Michigan, New York, Florida, Ohio, Wisconsin, South Carolina, Idaho, California, Colorado, Illinois, Iowa, North Dakota, North Carolina, Utah, Montana, Virginia, and Minnesota. New York City was also spoken for.

"It was a very productive meeting; everyone left feeling better about the ideas exchanged and their relationship with AMOA," said committee chairman Jim Stansfield of Stansfield Vending in LaCrosse, Wis. He is also president of the Wisconsin Amusement and Music Operators.

Among the topics discussed were recruiting and retaining membership; newsletters and other communication vehicles; state lobbying efforts; annual state meetings/trade shows; fundraising; state licensing fees; scholarship programs; and ways to improve communications among themselves and between AMOA.

The meeting also included a "show and tell" session, whereby individual state publications, programs, and activities were exchanged. Additionally, the group began implementation of a state association "news networking" program. State leaders will send industry news articles appearing in their states to the attention of Kathy Wagner at AMOA headquarters. She will then copy the articles and mail them to the state executives on a monthly basis.

A three-member advisory committee was formed to write the group's goals and objectives. Its members are Bob Rhinehart Jr. (Florida Amusement-Vending Association), Art Seeds (Illinois Coin Machine Operators Association), and Paul Corey (Ohio Coin Machine Association). All have extensive experience in association management. Rhinehart is the executive director of FAVA, while Seeds and Corey are the executive vice presidents of their respective associations.

"We've suggested calling the group the AMOA Council of Affiliated States, though that name hasn't been adopted yet," Rhinehart said. "But even if it's accepted, the individual state associations would retain their autonomy from AMOA. I believe that such a council would have definite advantages for AMOA primarily, and the states secondarily.

"I've always thought that AMOA has done less than a good job with its grass roots membership efforts," he continued. "The communication between AMOA and the state associations has been terrible. This council could be very helpful. For example, it would be great if I could get revenue data from another state to use in front of my legislature when arguing for or against legislation. The numbers would have more clout in testimony if I showed they came from a body like the AMOA Council of Affiliated States."

Those in attendance agreed that the group should meet twice a year. The next scheduled meeting is during AMOA Expo '90 in New Orleans, Oct. 25-27. A second meeting would then follow each annual AMOA trade show and be held, like this one, in January or February. □

From left: Clyde Knupp (Iowa), Joe Phillips (Wisconsin), and Art Seeds (Illinois).

Bobby Earp (third from left), president of the North Carolina Coin Operators Association, discusses a point with Helen Sikes of the South Carolina Coin Operators Association.

WE BUY & SELL
USED **POKER** MACHINES
1-800-448-2743

Dan Brechner & Co. celebrates 75 years

Few companies can celebrate 75 years of successful business operations. Dan Brechner & Co. of Floral Park, N.Y., is happily doing so this year.

The well-known company, which opened for business in 1915, recently enlarged its New Jersey distribution center from 100,000 to 300,000 square feet. Combined with the 30,000 square foot New York office facility, it employs 115 people stateside. Brechner's factory in China, The China Toy Plush Co., and its office in Hong Kong together account for another 1,000 employees.

At the helm of the operation is Milton Brechner, president. He is a tireless worker and maintains a hectic schedule. As one of the earliest suppliers of prizes for cranes and redemption counters he knows the importance of continually changing merchandise selections.

Assisted by sons Lenard and Clifford, Milton directs the company's activities All three travel to the Orient four or more times yearly.

Dan Brechner & Co. is not just a plush company, as indicated by the annual catalog filled with a wide array of novelties, stationery items, plastic and diecast toys, and other gifts. The in-house catalog department and staff of plush toy designers work to meet a demand that requires a team of 18 sales representatives.

Having a large factory of your own has a major impact on the quality of merchandise and its pricing. After a long career as a supplier, Milton Brechner has definite thoughts about the future of cranes. "The crane industry will last forever," he states. "The companies that can produce fresh items at the best prices will survive. There will always be cranes, but only the best companies will stock them.

"The demand is in the pricing. Companies that can supply the better quality toys for competitive prices, without sacrificing size, will stay at the top."

The company typically has a large display at all industry trade shows. At ACME in Chicago look for booth 1218. For product information or a catalog, call (800) 645-8142 or (516) 437-8400; FAX 704-357-6284. □

Milton Brechner (l) and Samson Chan at festivities associated with the recent ribbon cutting for The China Toy Plush Co.

Milton Brechner (r), president of Dan Brechner & Co., and Samson Chan, managing director of The China Toy Plush Co., check new merchandise at the factory.

ATLAS

We are . . .

Atlas Distributors Company
2231 Fifth Avenue • Pittsburgh Pennsylvania 15239
412-471-1704 Fax 412-471-2598

Helping to create a postive image for our industry

Atlas would like to thank all of our equipment suppliers for their support in making our "National Video Game Day" promotion such a great success!

Special Thanks to:
Ameri Corporation, American Technos, Capcom, Data East, Fabtek, GameTek, Dynamo, Konami, Leland, Nintendo, Rowe International, Strata, Taito and Williams Electronics!

ATLAS

. . . A full line distributor providing full service to coin-op operators
— In western Pennsylvania and parts of West Virginia and Maryland —

Dial Toll Free: 800-233-4407

Atlas stages "Video Game Day" promotion

On Dec. 20, Atlas Distributors Co. of Pittsburgh, Pa., hosted what it termed "National Video Game Day" at Chauncy's Nightclub in Station Square. The company hosted over 100 operator/customers and about 1,600 nightclub patrons. A dozen manufacturers were represented at the event; 17 top video games and kits were displayed.

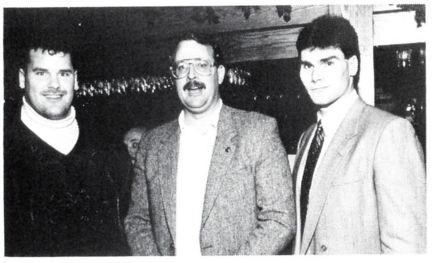
It was also a night of charity fund-raising. All of the coins collected by the games were donated to the American Cancer Society through Atlas Distributors' 1990 "Quarters for Cancer" campaign kick-off. In addition to the game collections, an all-night raffle was held with the ticket proceeds going again to the American Cancer Society. Gifts included a Dynamo home foosball table, a Nintendo home (NES) system, a color TV, a VCR, gift certificates, and a CD home unit. Over $2,200 was raised for the charity.

Among the sports celebrities who joined in the festivities were Gord Dineen and Jay Caufield of the Pittsburgh Penguin hockey team and Brian Hinkle and Tom Ricketts of football's Pittsburgh Steelers. Said Lou Larson, assistant manager at Atlas, "We felt we needed to focus more attention on video game promotion, enhance our industry's positive side, and address some of our civic responsibilities." □

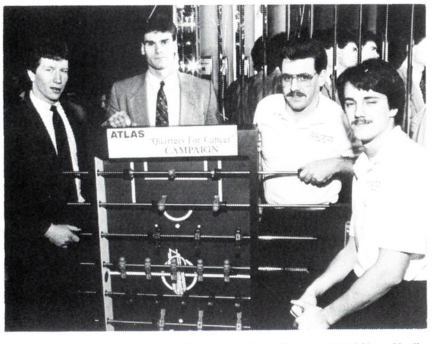
Jim Wittler calls out the winner of the home NES system, donated to the raffle by Nintendo.

Jim Wittler (l), Atlas Distributors' vice president/general manager, shows Data East's Steve Walton the checks from the TMNT raffle. Also pictured are Atlas assistant manager Lou Larson and Keith Cingle (r) of Belfiore Music in Cannonsburg, Pa.

Fred Woods (c) of State Amusement Co. in State College, Pa., won Konami's *TMNT* dedicated video, donated to raffle by Atlas. Steve Walton (l) picked the winning ticket.



Jim Wittler is flanked by Tom Ricketts (l) of the Pittsburgh Steelers and Jay Caufield of the Pittsburgh Penguins.



At Atlas Distributors' "Quarters for Cancer" kick-off, (l to r): Gord Dineen and Jay Caufield of the Pittsburgh Penguins; Atlas game technician Pete Bechtol; and Atlas parts man Eric Hammerstrom.

Northwest
AMUSEMENTS (1977) INC.

WINNIPEG
204-633-5751
FAX-204-694-5035

TORONTO
416-739-0361
FAX-416-660-0448

Call now for information on any Video Games

Northwest AMUSEMENTS (1977) INC.

1860 Notre Dame Avenue • Winnipeg • MB • R3H 0X8 Phone (204) 633-5751 Fax (204) 694-5035
#11-701 Millway Avenue • Concord • ON • L4K 3S7 Phone (416) 739-0361 Fax (416) 660-0448

Joe Robbins

Directions for the future

As we enter the '90s, it would seem prudent to both look back and ahead to analyze where the coin-op entertainment industry came from and where it is heading.

Nobody can deny the evident fact that the consumer video business has severely impacted the video coin-op income. This is primarily true in the case of game rooms, convenience stores, and just about any location that depends on five- to 25-year-olds for its livelihood.

Moreover, the consumer business is not going to go away. As new systems (16-bit) start to proliferate, the quality of the games becomes better and better and rivals almost anything in the game rooms. I would think that the doubters who kept up the old refrain of "consumer compliments coin-op" have finally seen the light.

The challenge is there and vividly. Coin-op engineering must devote greater effort to developing games that cannot be readily duplicated for home use. Now this is a delicate problem for most Japanese companies. They have prospered far better with consumer games than coin-op equipment. So they have placed greater emphasis on consumer development. There are some exceptions to this including Konami, Namco, Sega, and Taito. Remember, though, that these companies are huge operators in Japan, especially the latter three. Nonetheless, the Japanese coin-op industry has never recovered from the impact of the Nintendo and Sega consumer systems sold to millions of homes.

With all of the problems confronting the industry, what a waste of time, energy, and money was involved in the Bill Beckham/Red Baron fiasco. It served only to create needless ill-will and bad feelings between the operators and the distributors and manufacturers. If that was Mr. Beckham's intent, he certainly succeeded. Hopefully, the Supreme Court will deny any further hearings and this whole affair will wind up where it should have always been—deeply buried. [Editors note: The Supreme Court refused to hear the case. See the news section, this issue.]

But who is looking to the really big coin-op market? Yes, I'm referring to the good old tavern business. The basics of the business for most operators today are jukeboxes, pinballs, pool tables, dart games, air hockeys, and (this one is important) those few video games that appeal to the tavern crowd—basically 21 and older.

A great example of this was *Capcom Bowling*, a single game developed in Chicago and a sleeper if there ever was one. How good? Eighteen thousand units are on location. That's how good! Some of the golf games like *Birdie King* and *Crowns Golf* have also been well received.

But how much R&D effort is being directed toward this all-important and largest potential market? Very little effort indeed. Pinballs, yes. Pool tables, air hockeys and darts, also. But very little video development is tuned to this area.

Hopefully, the major development companies will devote more dollars and effort to giving us games that will challenge the success of the bowler. Another significant development was the success of basketballs, skee-balls, and cranes. They proved that electro-mechanical games are far from dead.

There is a huge market waiting out there in the taverns. Operators who can use poker games are the envy of those operators who cannot. Redemption games where legal (cranes are in most areas, for example) are also possibilities. But outside of the English, I know of no one in this country engaged in this type of development.

The coin-op video industry, per se, has been severely hurt by the consumer phenomenon. And this problem will probably get worse before it gets better. The average street operator needs a different breed of equipment to supplement the staples he now operates. The challenge is there and the rewards are great for the developers and manufacturers who realize the possibilities and go for it. □

Joe Robbins is a 50-year veteran of the coin-op industry. He has an extensive list of accomplishments to his credit including AAMA and the charitable foundation that hosts a dinner during the ACME show. Joe is the honoree this year.

DYNAMO Signature SERIES DYNAMO

HS-8A:
19″ monitor
Plywood Pedestal
Plywood
Roof/Sidewalls

HS-8:
(Not Shown)
Plywood Pedestal
Particle Board
Roof/Sidewalls

HS-9:
25″ monitor
Plywood Pedestal
Particle Board
Roof/Sidewalls

HS-9A:
(Not Shown)
Plywood Pedestal
Plywood
Roof/Sidewalls

Dynamo, the first name in video cabinets, presents the cabinets of the 90's—the Signature Series, a fresh, new look built with maximum convenience and reliability in mind.

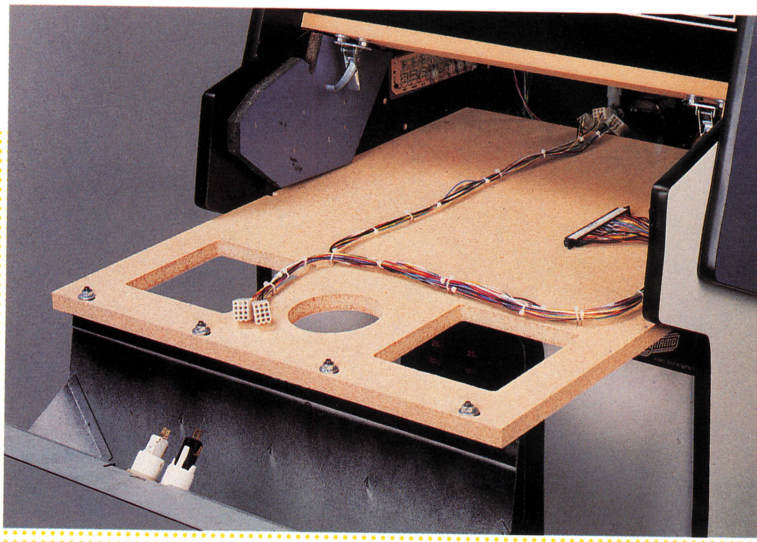
Dynamo

DYNAMO CORPORATION
2525 Handley-Ederville Rd.
Richland Hills, TX 76118
817 589-7699 800 527-6054
FAX 817 284-7606

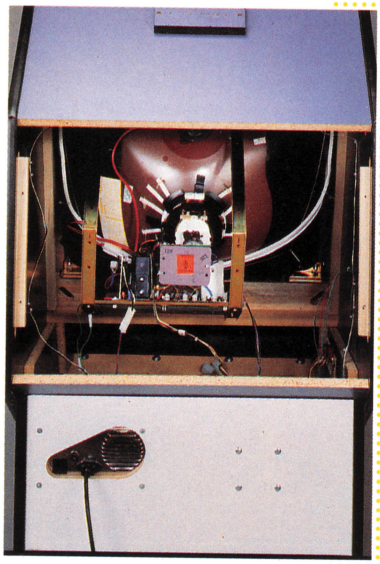
Copyright Dynamo Corporation 1990

DYNAMO Signature SERIES DYNAMO

Exclusive slide-out drawer and universal control panel (Compatible with HS-2 models)



Dynamo's newest cabinet series lets you choose the exact features that are right for your application. This series ushers in a new era in video cabinets—one that lets you customize your game presentation and maximize your profits while remaining compatible with HS-2 models.



Solid back panel with service access

FEATURES:

- Oversized control panel of heavy gauge steel with pre-punched holes fit most game configurations.
- High quality Wells-Gardner monitors, standard.

NEW • Economy monitors available on request (see chart).

- Monitors can be mounted either vertically or horizontally.

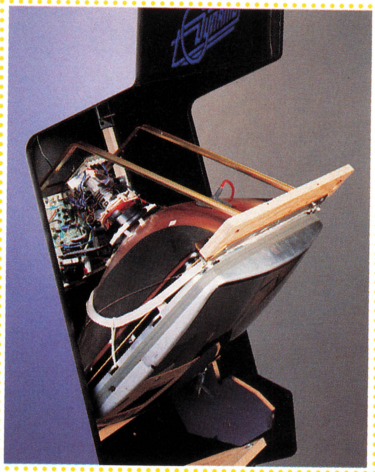
NEW • Monitors tilt out for adjustment/service.

NEW • Monitor controls are mounted up front for easy adjustment.

OTHER FEATURES:

- JAMMA standard wiring harness.
- Lighted, quick-change marquee.
- Industry standard, over/under coin doors.
- Top mounted on/off switches.

NEW • Cabinets for 19" and 25" monitors are same size for consistency on location.



Tilt-out monitor provides easy access

NEW • Protective trim in contrasting colors helps eliminate damage to cabinet.

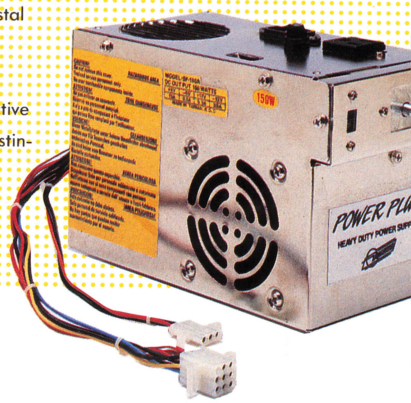
NEW • Removable, plywood pedestal (all models) adds strength and stability.

NEW • Melamine surfaces in attractive colors are easy to clean; distinguishes your game.

Introducing the Dynamo POWER PLUS!

Dynamo's newest innovation—the POWER PLUS, a power supply for the 90's will increase your capacity and k your games going longer!

- 150 watts, 15 amps at 5 volts increases capacity for growth.
- Adapts to either 110 or 220 current for operation in any country.
- External 15 amp fuse and EMI filter offer increased protection.
- Adjustable by 5 volts to adapt to any game.
- AMOA standard 3- and 9-pin MOL connectors for simple installation.
- Built-in a.c. receptacle for easy acc for repairs.



SPECIFICATIONS/SHIPPING DIMENSIONS

MODEL	MONITOR SIZE	MONITOR OPTIONS	CABINET COLORS	SIDEWALL/ROOF CONSTRUCTION	HT	WD	DPT	WT	ITEM #
HS-8	19"	STD	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021800000
HS-8A	19"	STD	Red/gray	Plywood	76"	32"	38"	450 lbs.	021800100
HS-8E	19"	ECON	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021800200
HS-8AE	19"	ECON	Red/gray	Plywood	76"	32"	38"	450 lbs.	021800300
HS-9	25"	STD	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021900000
HS-9A	25"	STD	Red/gray	Plywood	76"	32"	38"	450 lbs.	021900100
HS-9E	27"	ECON	Blue/gray	Particle board	76"	32"	38"	450 lbs.	021900200
HS-9AE	27"	ECON	Red/gray	Plywood	76"	32"	38"	450 lbs.	021900300

Dynamo

Valerie Cognevich

Stan Harris

Stan's yearbook picture from Olney High School in 1940.

I remember visiting Stan Harris & Co. in Philadelphia several years ago. I had heard about Stan's fabulous collection of games and was hoping I would be able to see it. As Stan was about to leave the office, his daughter Sharon asked him to take me on a tour. "OK, but it'll have to be quick!" he said as he led me up to the sacred room. I was never so impressed with anything. There were rows and rows of antique slot machines and games. A room with ancient pin-ball machines was awesome. I couldn't get enough of oohing and aahing. Even the telephone booth with the fake back designed to lead players to a display of 135 pre-1941, three-reel slot machines left me speechless.

After coming back down, Sharon said, ''He must like you. He wouldn't have stayed for just anyone!'' Well, needless to say, I was flattered. I have always been a little intimidated and remain in awe of this man who has devoted half a century to this industry. When he agreed to do this interview, I was still a little intimidated, but was overjoyed that I would be interviewing Stan Harris.

Sharon joined her dad's business eight years ago. During that time, she has been involved in many industry projects including serving on the AMOA board. Stan and his wife Ruth also have another daughter, Linda Broder, who is married to Bob Broder. Linda is an elementary school teacher/librarian in Philadelphia. Son-in-law Bob is senior tax partner at his Center City Philadelphia law firm. Linda and Bob have two daughters, Melissa and Hayley.

Stan marks his beginning in the coin machine business to 1939. The Depression was raging as he was getting out of high school. His uncle Gus offered him a wonderful job as a delivery boy at $4 per week for five and a half days work. ''He impressed on me how lucky I was to have a job!'' recalls Stan.

Then someone else came along and offered him five bucks a week and a ride to and from work to move pinball machines. That was Stan's official beginning in the industry he would devote a lifetime to.

Who offered you $5 per week?

He was a cousin named Sam Sher. Lo and behold, I became involved in the industry.

But Stan, wasn't your father in the industry before you?

No. You are thinking of Louie. He was a super salesman. They said he could sell a dead horse to a mounted policeman! He came to work for me after I came out of the service. But let me get back to Sam. I worked with him about a year and a half. We were always in the midst of trouble in the city. Like the poker machines today, we were always a gray area. During one of the out-of-business situations, Sam died. Subsequently, when the industry got back on an even keel, we were facing a practically virgin city. Whoever got to a place first with a piece of equipment got the location. I went into partnership with Eddie Casnoff in a company called General Coin Distributors in Philadelphia. It was a distributorship that was sitting on a lot of pinball machines that they didn't know what to do with.

What did you do with them?

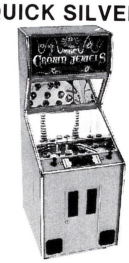
We put them out on the street. That went on for about 10 months when Uncle Sam figured I'd better serve my country in uniform. I joined the service in 1943. I had an arrangement with Mr. Casnoff that when I came out of the service I could purchase my partnership back for the same price he paid me for my 50 percent share.

TOP SELLING GAMES

ACTION LOTTO

QUICK SILVER II

SHOWCASE CRANE



CROWN JEWELS 80

STATE-OF-THE-ART REDEMPTION GAMES
GAMCO INTERNATIONAL INC.
2153 10th St.; Sarasota, FL 34237
1-800-642-7263
813-366-1133 FAX: 813-366-1134

A.L.D. SERVICES, INC.

You choose the average price per piece

CALL 1-800 - 77 PLUSH

SAME DAY SHIPPING!!!

519 A & B Rudder Rd. - St. Louis (Fenton) MO, 63026

This is where it gets tricky.

While I was away, the industry had become legal and the values had changed drastically. Eddie, in the meantime, had acquired a wife which, added to the situation. She couldn't understand how I was to buy 50 percent of the business for what I had sold it for. Finally, when push came to shove, I took back those locations that still remained of the old route. We came to some harsh words, but he understood that it wouldn't be nice to look like he was trying to swindle a boy in uniform with a ruptured duck.

What is a ruptured duck?

See, you kids don't know anything! When we came out of the service, we an insignia on our uniforms that was nicknamed "the ruptured duck." It simply meant that you had served your country honorably and were now back home.

OK, so Eddie didn't want to look bad. What did you and he agree on?

I agreed to take back the remaining stops of the original route. It totaled only about 10. Any business he picked up after that

Stan Harris & Co.

Cordially invites you to attend an Open House

at their New Location

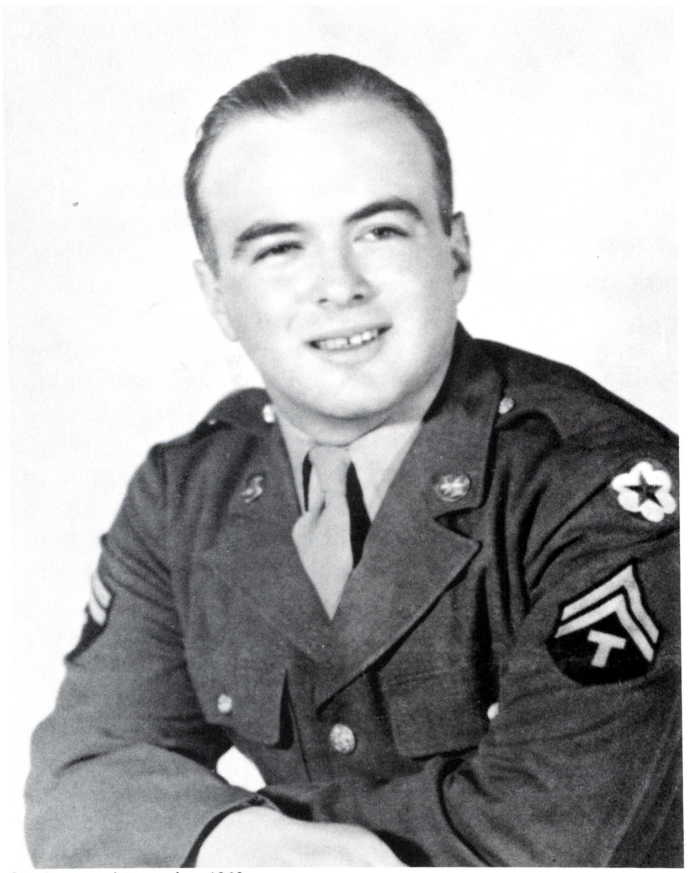
508-516 W. Venango Street

Philadelphia, Pa.

on Wednesday, October 23rd, 1957

12:00 Noon til 3:00 P. M.

Invitation to an open house at the new location on Venango Street in 1957.



Stan's army picture, circa 1946.

Get Back in Step
With the Industry

Read Play Meter

(504) 488-7003

FAX (504) 488-7083

was his. With those 10 locations I was back on the street again. A friend of mine, Joe Labow, had a place called Pennyland that I had helped him open before I went into the service. There had been a hamburger place next door with an archway between the two.

He was getting up in years and had sold the hamburger place. He wanted out of the arcade, so I bought it. This gave me a permanent inventory of about 25 machines. Between that and the 10 stops I got back from General Coin Machine Co. I was back on the street.

Was this when you started Stan Harris & Co.?

Yes. I formed Stan Harris & Co. in March of 1946, two weeks after I got my ruptured duck. At that point my father and I decided that it would be a good idea for him to be my star salesman.

This is a reverse of the norm. The son usually joins the father's business!

He was such a good salesman. He just never gave up on a sale. I remember an Italian spaghetti house location owner who wanted to know who the "old guy" was that got the account. I asked him why he wanted to know. He told me, "The guy just wouldn't leave me alone. I tried to get rid of him. I went into the kitchen to cook spaghetti. He stood there helping me cook spaghetti! To get rid of him I told him to go ahead and put the damn machine in!" My father had tenacity, no doubt about it. He had ingenuity, too.

What's an example of his ingenuity?

Once he had a certificate made up that looked like a million bucks. It said that should the machine go out of order, he guaranteed that within two hours they would get service or $5 per hour for every hour over the two that the machine was out. When he sold locations, he sold them with this certificate guaranteeing wonderful service.

Did he ever have to put out $5 per hour?

Not once. It was such a great selling point and it worked.

When did you meet your wife Ruth?

It was 1946 and I was all of 24. One of my original 10 locations was a candy store. The owner had a daughter, Lily, who was about 18. Joe, like a good father, had big ideas for me and Lily. He wanted me to come to dinner, hoping things would progress from there. Joe had an old pistachio nut machine in his candy store that someone had dropped there and never came back. That happened quite frequently during the war years. Anyhow, he told me to get a key and fill it with nuts. "You'll make a few dollars, Stan," he told me. "And don't forget you're going to come to dinner!"

"You'll find the honorable and you'll find the dishonorable. Nothing will change."

So I went down to a place called Rake Coin Machine Co., which sold bulk vendors and bulk vending supplies like ball gum and nuts. Rake also sold punch boards, which were a large part of our business, especially in the summer when the pinball business dropped in half. While I was at Rake I saw this beautiful 19-year-old girl. There was a certain chemistry between us. She was the bookkeeper and girl Friday for the place. She also sold punch boards. After a few months of buying punch boards, I decided it would be very nice if Miss Ruth and I went out. She was of the same opinion. From that developed a courtship which culminated in her becoming Mrs. Ruth Harris in September of 1948. (Stan never did go to dinner to date Lily!)

How were you doing in your business around this time?

The industry was changing considerably. In those days if an operator had 30 or 40 machines, he was a big operator. He operated out of a store front with the windows painted and he used a closed truck. God forbid he should drive around the city with pinball machines because you never knew how, when, or what might happen!

We were coming into an era where we dealt with salesmen and bigger routes. The industry, especially the pinball industry, was coming of age. Some of us youngsters began moving in that direction.

We soon outgrew our facility at Pennyland, which had a small area in the back for our shop. So we began to ask ourselves, "Where do we go from here?" In 1957, we bought a building on Venango Street and custom rebuilt it to house the offices and warehouses for our pinball company. This was the first time that someone in our industry had put down roots of any size and said, "Hey, I'm here to stay."

Most people were still operating out of their garages?

You got it. Or they rented an old store front in an undesirable area with cheap rent. The industry continued to grow. The operator with his 40 or 50 games found himself in trouble because of the law of diminishing return. He couldn't make ends meet.

We bought a few routes and continued our expansion. We went into the cigarette vending and jukebox business in 1951. By the time we moved into our Venango Street building in 1957, we had two cigarette, one music, and one game route. In a few years we had outgrown Venango Street.

We then took our parking lot and added on, which was like putting a patch on a hemorrhage. We were successful in buying a duplex next door, but the zoning board said we were trying to make an industrial park out of a private street, so they shot us down. That's when we moved to our present location at G & Lycoming Streets. That was in May of 1973.

When you got your first building in 1957 and knew you were putting down roots, what were your feelings about the future of the industry?

I had faith in the industry, but I was still scared to death I don't mind telling you. We were primarily operating pinballs, but our cigarette route was growing. And we were just starting to build our music route.

Did most game operators operate cigarette machines then?

No. Cigarettes were just becoming a factor. The average game operator didn't

The Smart Choice

1 BASKETBALL and CRANE GAMES IN THE INDUSTRY

NEW!

SHOOT TO WIN JR.

SHOOT TO WIN II
1 HOOP AND 2 HOOP

See Gordon and Jeff at ACME '90 Booth #4705

CLASSIC JUMBO SINGLE

NEW!

Don't Miss The Unveiling Of SMARTBALL Ski Alley

CLEAN SWEEP SINGLE

42" JUMBO SINGLE

PROUDLY MADE IN THE U.S.A.

SMART
INDUSTRIES CORP., MFG.
1626 Delaware Ave.
Des Moines, Iowa 50317
(515) 265-9900 1-800-553-2442
FAX (515) 265-3148

pay much attention to cigarettes. There were cigarette operating companies and that was all they ran. It was a natural thing for us to begin operating cigarette machines. Our industry had been built on loans—loan me, do me, take me—and if we are loaning money to a location, why should someone else get a free ride? Sometimes we ran into a situation where a location owner would need so much money that we would try to get a cigarette guy to participate. We would drive ourselves crazy trying to get someone to work with us. So it was better that our man went in, wrote a deal for games, cigarettes, music—end of story. At first we were measuring profits on cigarettes at two and three cents a pack. Suddenly it became seven and eight cents a pack. That really changed the picture. It became very profitable. Slowly but surely game operators got into the cigarette business.

Did people ask for cigarette machines more than games or

Stan and Ruth in their favorite role as grandparents, here with Hayley and Melissa Broder.

Sunshine Distributing

Kansas City Branch
1518 N. Topping
Kansas City, Mo. 64120
816-231-2349

HOME OFFICE

St. Louis Branch
2800 Market Street
Valley Ctr. Bldg. H
St. Louis, Mo. 63103
314-531-8777

5617 Business 50 West
Jefferson City, Mo. 65109
314-893-2756

SALESMEN: *Talih Ozturk, David Loethen, Mark Loethen, Tom Pirner, Rich Grant, Sean Morrison, Bill Mandina, Jr., Jerry Moore*

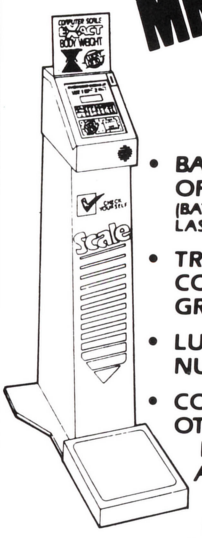
Missouri's Largest Coin Machine Distributor

Representing all leading manufacturers of equipment and kits.

PLUS, FULL-LINE VENDING!

Call us now for our special prices!

MR. VEND SCALE



- BATTERY OPERATED (BATTERY WILL LAST 12 MOS.)
- TRENDY COLORFUL GRAPHICS
- LUCKY LOTTO NUMBERS
- COMPATIBLE WITH OTHER MR. VEND PRODUCTS IN AN ATTRACTIVE SYSTEM THAT DOUBLES AND TRIPLES YOUR PROFIT POTENTIAL

IMPULSE BEGINS AND ENDS WITH MR. VEND!

Mr. Vend

(818) 718-6061

music?

If you had a bar or a restaurant, you had to have a cigarette machine. Even when cigarettes sold for 25 cents a pack, you could not very well have a counter with

"I can remember when they raised the price of a pinball machine to $89.50."

cigarettes as long as you had help working there, because they all smoked for free. If an employee took a cup of coffee, with the next cup of coffee someone paid for they broke even. However, if you sold a pack of cigarettes for a quarter you had to sell 10 packs to get back the quarter that was stolen when the help took a pack. It was a whole different ballgame.

Was your dad still working for you?

Oh sure, and he loved it. Keep in mind that the industry had now grown to having sales people. No longer was the owner his own salesman, his own collector, his own mechanic, etc. Today we have four salesmen. They aren't interested in what is happening back at the ranch, whether the trucks come in or not. All they are interested in is getting a signature on a contract and keeping the location happy.

When did Harvey Fischer come to work for you?

Harvey started with me when he was 17 in 1956. He's been with me since he was just a kid! Harvey is now the president of the company; I moved up to chairman.

How did your jukebox business progress?

We operated jukeboxes, games, and amusement machines. We kept expanding by buying routes of people retiring or those that didn't want to expand. They realized that without expansion they were dead. I have never in all my life felt that this industry was a temporary thing.

I've heard things like "the day of the pinball is over" in the early '40s, "there is nothing new under the sun," and "it lasted 10 years but it's over." That is a bunch of malarkey. There has always been something new. Like right now, we are in a valley. Video games are very poor,

WORLD WIDE Distributors

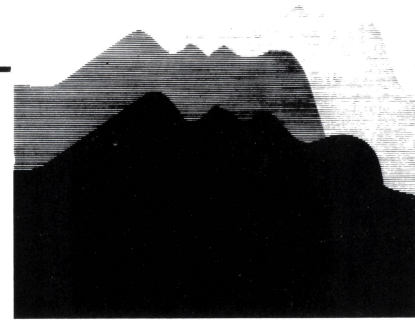
Celebrating 47 Years in the Coin-Op Business

We offer the world's finest quality product, dependable service back-up and a staff of trained professionals to accommodate our operator customers.

WORLD WIDE . . . dedicated to the success of the operator.

family-owned . . . family-operated

WORLD WIDE *distributors, inc.*
2730 W. FULLERTON AVE.,
CHICAGO, IL 60647
(312) 384-2300
FAX: 312-384-0639
TOLL FREE ILLINOIS ONLY – 800-572-4285



HILLTOP DISTRIBUTING, INC.

"West Virginia's Best!"

— Representing —

American Sammy Corp.	Ardac Mfg.	Bally/Midway
Betres Mfg.	Brewmatic Co.	Capcom USA
Coinco Inc.	Dixie Narco	Exidy Mfg.
Fabtek, Inc.	Irem Inc.	Gamemasters
Gametek, Inc.	Greyhound Mfg.	Gremlin, Inc.
Hollywood Crane	Lektro-Vend	Medalist Mfg.
Merit Ind.	Plateau, Inc.	Sharp Image
SMS Mfg.	Sunsoft Corp.	Tecmo Corp.
Tekbilt, Inc.	US Games	U.S.A. Games
Valley Recreational	Pioneer Music	Mountaineer

304/723-3195 • 1-800/537-5755 • FAX: 304-723-0041

thanks to the home games. Pinball is starting to come back a little. However, as sure as the sun will set tonight, there will come down the pike—it may take six months or a year—something to put the amusement game business back on its feet again.

So you've seen this happen before?

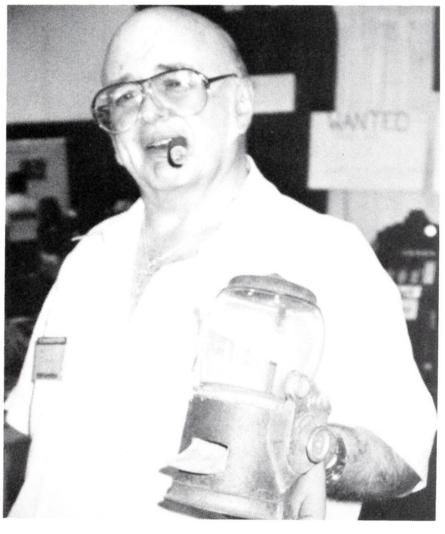
This has happened many times over the last 50 years. There is no reason to say that it won't happen again. This industry is always in one phase or another. For a period of time video games overshadowed everything else. They knocked out the pinball, and to some extent the shuffle alley and the pool table. Now video games are in their rightful place as part of the overall package.

You must have a pool table, a shuffle alley, a pinball machine, a jukebox, and a video game. Video is not going to be the all-overpowering thing it was before.

Were there other types of equipment that overshadowed everything else?

No. Pinball machines were the primary games. Things were different here in the mid-'50s than they were in Chicago or New York where pinballs were illegal. We were the biggest city in the United States that had legal pinball machines.

Then along came the shooting galleries. I don't know whether you even remember those. They were rifles mounted on a cabinet and you shot at targets. It cost 10 cents a play. I can remember Exhibit had a shooting gallery that had 20 targets and you had 20 shots. If you knocked all the targets down you got your dime back. Lo and behold, about eight years ago out of England comes this magnificent machine at least a third again as big as the Exhibit game. It was a big cowboy—like the Marlboro guy—on a big backglass. It was the same concept only it was a quarter play. You put in your quarter, knocked down the targets, and you got your quarter back.



Stan (in his cigar-smoking days of the past) with one of his antiques.

Stan, Ruth, and Sharon at the David Rosen banquet during ACME '88.

My guys thought I was crazy. I knew it would make money because it had made money on a dime on a much lesser scale when Exhibit had the machine. And sure enough it did. They didn't have the longevity on location like pinball, but while they were there they earned good revenue.

Then in the late '40s or early '50s United came out with a shuffle bowler. Again, it was 10-cent play and it was something revolutionary. If you look at it now, it looks ridiculous, but nevertheless, it was great. You could play bowling with a puck. It revolutionized everything.

There were no shuffle bowlers before this?

No. This was the first. Then they started with tournaments and leagues. You were generating dimes to play in the tournaments.

Al Rodstein mentioned the tournaments in his interview.

Al's Uncle Izzy was a distributor for the United line. He is the one that started with the shuffle bowling leagues. By this time Chicago Coin was making an excellent alley. It was faster because the puck rebounded, as it does today, instead of going into a trough and working its way back and coming up again like the United one. But to join Uncle Izzy's league you had to own the United alley.

We laugh about our bar room leagues now. We had a "commissioner," Grandpop Louie. He would come in at 8 o'clock, introduce himself as the commissioner, and explain the rules of the league. He'd buy everyone a round of drinks, make sure the league was started according to the rules, then would leave. It was strictly ballyhoo but it worked. Today there are still shuffle bowling leagues in the city of Philadelphia. Maybe half a dozen bar owners get together and pick a dead night and have the tournaments at their bars so everyone comes there. It's much the same as with darts and pool.

Once United introduced the alley, did a lot of other companies come out with their own versions?

The only ones that I know are Chicago Coin and Bally. These were much faster and rebounded off a rubber bumper.

Besides the shooting galleries, have you seen other things now that we may think are new but are actually remakes of something from the early days?

There is nothing really new. The plot never changes, only the actors do. So many of the concepts that these young people think they originated are far from new. Some are the same concept, just fancier. Shuffle bowling is the same concept that originated with United. They are just fancier now with more features. Sure there have been some things that really bombed. They came out with a bowler that was about 14 feet long. You actually rolled the ball down the alley and the pins would fly up. The problem was that the ball ended up being thrown in all directions!

The crane as we know it today is not new. The crane was out in the '20s. I didn't ever operate them back then, but we

The Truth is... You Have NO Choice.

PlayChoice Is Your Only Choice.

There's only one way to make the best choice. Choose the best. Your players know it. And your competitors know it.

That's why PlayChoice,™ Nintendo's most versatile system, is really the only game in town.

Nintendo of America Inc., P.O. Box 957, Redmond, WA 98052 1-800-633-3236
© 1990 Nintendo of America Inc., ™ and ® are trademarks of Nintendo of America Inc.

Printed in the U.S.A.

operate them today. Remember that the climate was different back then. In the '20s crane operators went so far as to take magnificent prizes and glue them down. Players couldn't get them if they took a stick of dynamite and tried to blow them out. They also had whole arcades with nothing but cranes. Finally the government stepped in and said the crane was illegal because it was a gaming device. It stayed that way until we saw the cranes as we know them today. In certain places of the country they are still quoting that law.

What are some of the biggest differences in operating today as opposed to when you started?

First of all, the size of the routes. In those days, as I mentioned before, if you had 40 or 50 machines, not locations, you were a respectable operator and made a decent livelihood. Today we live in a world where you operate thousands of machines spread over a larger area, you have salesmen with two-way radios in their cars, telephones in their cars, and servicemen in two-way radio cars. It's just a world of difference as far as the way of doing business is concerned.

And it is necessary because your cost of operating has escalated. I can remember when they raised the price of a pinball machine to $89.50. We tore our hair out wondering how we were going to pay for them! Now you don't even ask what the price is because you are afraid to. The games were five-cent or one-cent play. But remember, back then if a man made $35 a week it was a decent wage. He drove around in a pick-up truck that cost him about $550 brand new, so everything was relative.

One thing I will say and I'll quote Joe Ash; you've heard that name, I'm sure. Joe once told me when I first decided to go off the street and let someone else collect my machines, which was a very traumatic experience: "You will never experience the thrill you get when you open that cashbox and it's full of nickels or even pennies and you need two hands to pull them out. You will never experience that thrill by looking at figures on a collection slip." He was right. It is hard to explain, but there is a certain excitement in seeing that cashbox area open and full.

Daughter and son-in-law, Linda and Bob Broder.

When you had other people collecting your route, how did you keep track of everything?

That was one of the biggest difficulties. It was hard to let go. I did it because I listened to people who were older and wiser, like Joe Ash. There was only so much I could do with my own two hands. While I might have gotten a little more revenue from each location doing it myself, I could never have accomplished what I had to do to be a little successful.

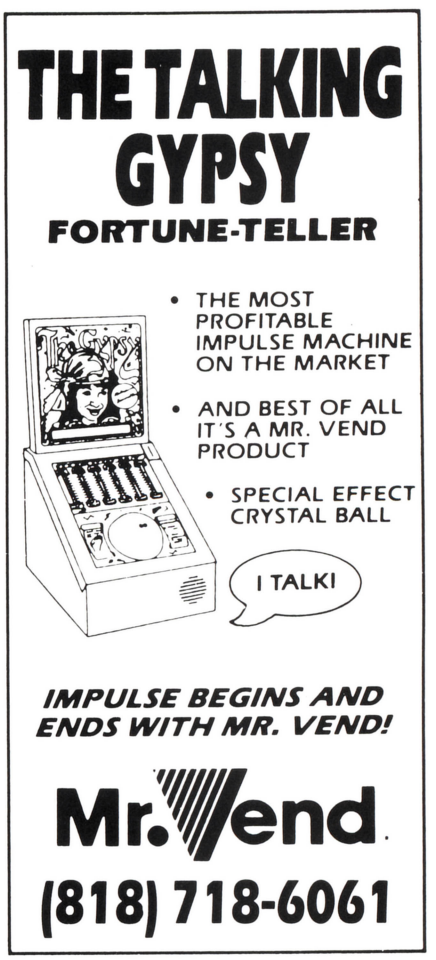
Even though we are on computer now, nothing can keep track of everything. Meters are good up to a certain point in a pinball and a video game. But there are no meters on a pool table. You are working with a prayer.

As you started expanding your company, how did you maintain that personal relationship with your locations?

You had salesmen whose job it was to take care of their locations. Having personal contact with your locations has its advantages and its disadvantages. A classic example of a disadvantage was when we decided to go to 50-cent play on pool tables. We decided and then did it. The mechanic or collector, whoever made the transition, didn't know from nothing. He just went in and changed the slot. If Joe Merchant was up in arms, hey, call the office. Half the call-the-offices were never made. The other half were up to the salesmen to talk to the owner and convince him to try 50-cent play.

We took several hundred pool tables and—bingo—50 cents! There are still operators who haven't gone to 50 cents. Part of the reason is that they have to go in and face Joe Merchant, who comes on like the third cavalry yelling and screaming. He doesn't care if you go out of business, all he wants is a quarter pool table. It's the same dilemma with the 50-cent play on pinball machines. I've talked to operators who say they can't go to 50-cent play because of the guy down the street. I tell him not to worry about that guy, but to do his own thing. But when you have to face that merchant day in and day out, it is a little different.

I remember I had one guy that had a steak shop on my Monday route. I used to


THE TALKING GYPSY
FORTUNE-TELLER
• THE MOST PROFITABLE IMPULSE MACHINE ON THE MARKET
• AND BEST OF ALL IT'S A MR. VEND PRODUCT
• SPECIAL EFFECT CRYSTAL BALL
I TALK!
IMPULSE BEGINS AND ENDS WITH MR. VEND!
Mr. Vend
(818) 718-6061

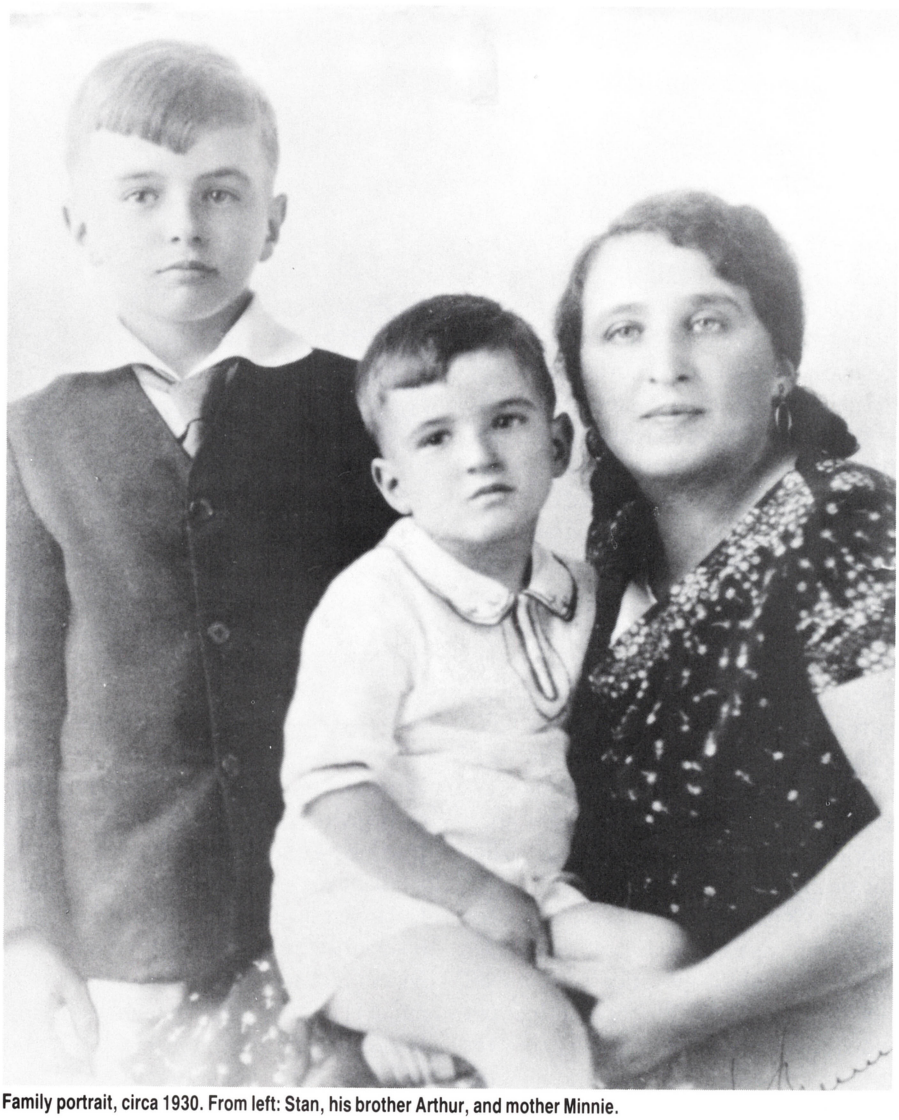
pass that store about 10 times that day. By the end of the day I had one stop left—his—and I had to go in and face him. I hated to face him because he would tear my guts out. The collector doesn't have to put up with that; he just tells him to call the office.

Did you ever think that your daughter would play such an important part in your business and the industry, since it is such a male-dominated field?

There were always the Millie McCarthys and the Leoma Ballards. Millie is in a unique situation. She is not exposed to the big city. Millie is up there doing her thing, and I give her credit for it. She was widowed at an early age, raised her family, and kept her business in tact. In the big cities you have locations we call the "blood pits." I would never let Sharon go in these places.

Sharon is my claim to fame! It's not because I have devoted close to 50 years to an industry but, "Oh, you're Sharon's dad." Sharon became part of my company about eight years ago. I have to thank Bob Nims. He once said to me that one of the best things he ever did for his business was to put a PR person on the payroll. We had a little organization called NCMI. We really set the industry on its ear with the impact we had. Sharon went with me to a meeting in Atlanta. I just watched the way she handled some of these captains of the industry. Well, I thought of Bob's comments. After that meeting, I said to Sharon, "Why don't you come along with us? Times have changed. We now have national accounts, people to talk to."

The industry is becoming more sophisticated. I'm even learning how to use a computer! Sharon calls me computer illiterate. We have a computer in my office that we didn't even know how to turn on. If we wanted to impress someone, we'd ask one of the girls to come in and turn it on so it would look like we knew what we were doing. We were a different breed. The industry will change as far as equipment, technology, and everything else. But the people will not change. You'll find good people and you'll find bad people. You'll find the honorable and you'll find the dishonorable. Nothing will change.



Family portrait, circa 1930. From left: Stan, his brother Arthur, and mother Minnie.

As an operator, what kind of advice would you give to the factories?

You may have heard my story about the dog. At one end is the operator, at the other end is the manufacturer, and in the middle is the distributor. You can cut out the middle, but you need the head and the tush. I certainly like to think that we operators are the head and I can think a few on the factory level that are at the other end. I can only say this: the distributor is a necessary person to a point. But what does the distributor do for the present-day operator? In the past, he would take trade-ins, he would arrange for financing when no bank would handle our industry. Now the world has changed. We don't trade in equipment. National accounts don't trade it in. We buy where a dollar will buy the most. We have technicians in our shop that would put most distributors to shame. We do everything so what does a distributor have to offer me?

But what about smaller operators?

They will always be around to a point. But can a distributor survive with the smaller operator when the bulk of the industry is controlled by larger operators? Look at NCMI. There were 14 member companies from across the United States, but they controlled a quarter of a million locations! You have a city like Philadelphia with three operating companies of any quality. They control 90 per-

We will sell no swine before its time

For the young

For the old

For the novice

For the expert

And for those who

don't give a ham.

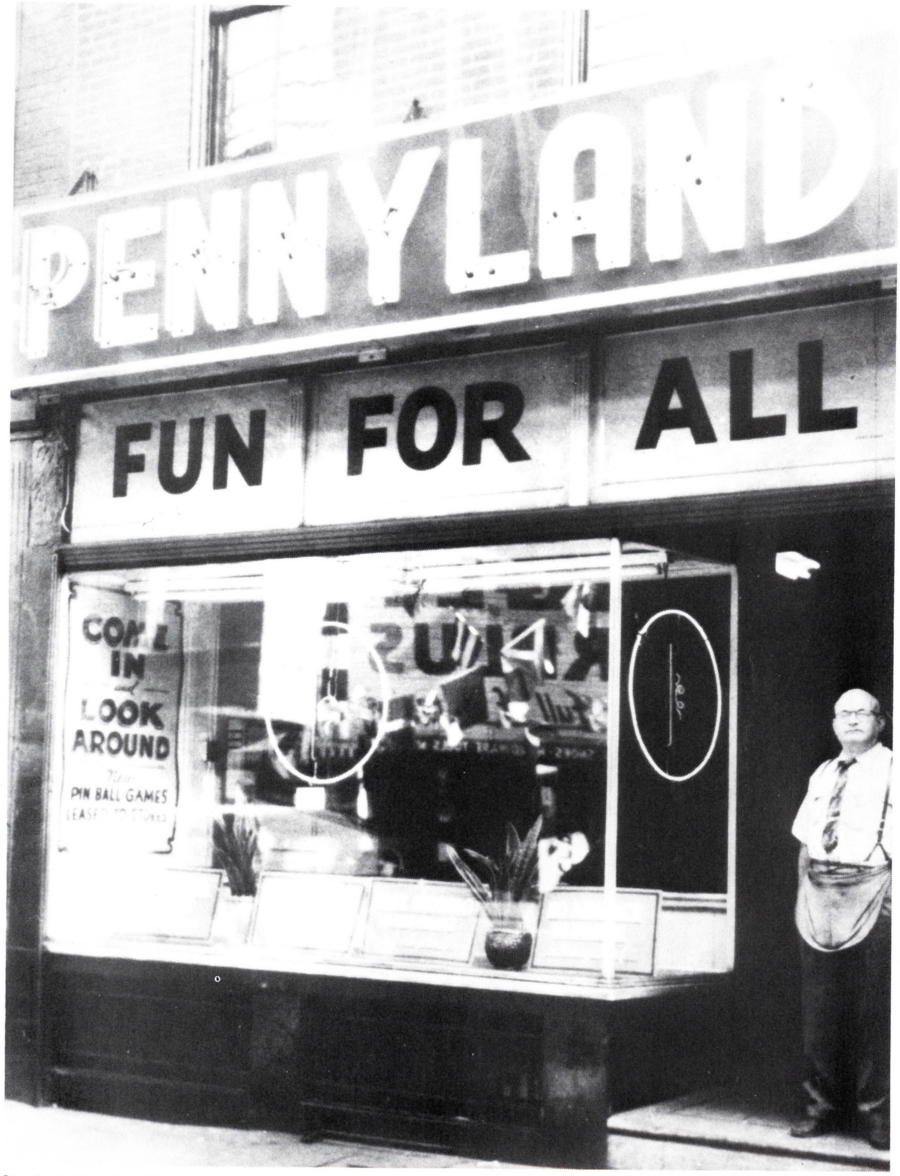
We bring you

DINE LIKE A SWINE!

PIG OUT™

- Add-a-coin Feature
- A second or third player can join in at any time.
- Simultaneous 3-player option.
- Dedicated Cabinet
- 25" high resolution monitor

THE LELAND CORPORATION 1841 Friendship Drive, El Cajon, CA 92020 (619) 562-7000



Stan's dad Louie at Pennyland.

cent of the volume in this city. Not one of these guys buys locally.

What about the distributors that also operate?

I can't comment on that because Philadelphia never had a distributorship that operated. The three big distributors here don't operate. In the early days if you wanted 10 machines, the factory would say, "Where you at? Indianapolis? You are our distributor now!" This wasn't so in Philadelphia. The distributor had his place and the operator had his place. Unfortunately, I think the distributor's day is gone. We buy a lot of equipment but none locally. Our business wouldn't be affected if there were no distributors in this area. When Centuri decided to go direct it was because of me. We called him one day and wanted 20 *Track and Field* machines. He gave them to us and did it three times while the machine was red hot. The point is this: National Vendors, who make the Cadillac of the cigarette machine, has never had a distributor. They sell throughout the country direct to the operator.

"While I was away, the industry had become legal and the values had changed drastically."

After 50 years of experience, what do you see for the future?

It's very simple. We will be seeing a lot of new state-of-the-art equipment. It's a far cry from the machines you have seen in my collection upstairs. Remember this: no one is in this business to make a living. They are usually in this business because they love it. It's like show business—you don't leave it, you can't do anything about it. It's like a woman; you can't live with her and you can't live without her. I have a man who is in his 80s who comes in here three days a week and makes my collection calls. He spent all of his life in this industry. Now he can't wait for those three days to come, when he becomes part of the group. It's an industry that you don't see many having a short life in. They usually come into this industry and stay in it. □

QUACKER
IT'S HERE!
"The Redemption Game for the Decade"
• OPERATOR/PLAYER FRIENDLY
• GREAT GRAPHICS
• DIGITAL AUDIO
• EASILY CUSTOMIZED
SEIDEL AMUSEMENT MACHINE CO., INC.
P.O. BOX 11162 • ALBUQUERQUE, N.M. 87192
Phone: 505-298-6994 Fax: 505-291-0052

Liquid Assets

WITH QUARTERLY DIVIDENDS

NEED TO TURN UP YOUR PROFITS?

Arachnid's Super 6 Plus II English Mark Darts electronic dart games are the most popular dart game across the nation. People will be waiting in line to deposit quarters and test their skills at games like Cricket (with three 4 player versions), Tic Tac Darts (an Arachnid original), 301, Count Up, 501, 701 and 301 double in/double out.

9" DIAGONAL BUILT-IN VIDEO DISPLAY
Scores all games in easy to read format.
Spider Writer® information center for on location promotions of leagues, tournaments and bar specials.
Displays all game rules and playing instructions.
Tracks credit accumulation and game popularity.

ARACHNID WEB®
Snares stray dart that miss the target head

LEAGUE SLOT®
Convienient accessable slot for league envelopes.

AVAILABLE AS A KIT
Upgrade 4500 and 5000 games to a 6300 for much less than a new game.
Quick easy PC board and decal changes for 6000 and 6200 series games.

ENGLISH MARK DARTS®

A Game You Can Bank On!

The game of electronic darts was Originated, Refined and Perfected by Arachnid, Inc. . . . We've set the standards for all the rest.

Arachnid®

6421 Material Ave. • Rockford,IL. 61111

800-435-8319

My views on the coin-op industry

An average operator takes a practical look at his business

This letter came from an operator in the envelope with his State of the Industry survey form. Unfortunately, he did not sign it, but we felt that he has expressed a viewpoint that could have come from one of many operators in the country. He has a business plan for the new year and intends to be successful in the coin-op entertainment industry.

My view is based on a hands-on involvement in the coin-op business. I work 100-plus hours weekly with bars, bowling centers, game rooms, restaurants, and resorts. I operate jukeboxes, pins, videos, pool tables, electronic darts, shuffleboards, foosball tables, cranes, bowling machines, and ball bowlers.

As I carry out my day to day duties, I have formed the following opinions:

Pool tables: I am operating towards recapturing every possible pool table account. The return on investment is best because of the maintenance costs and the strong re-sale value after *many* years of service.

Jukeboxes: Jukeboxes are the second strongest return on investment. CD cost factors concern me, though, as does the acceptance of three for $1 play. My business is very seasonal and the bars suffer during July, August, and September. I am endeavoring to structure a package deal to my existing accounts. I will introduce a CD *if* I get a contract and *all* of the other equipment.

The royalty fees are absurd and we should fight them to the bitter end through House and Senate reforms. If vinyl records cease to be available, 75 percent of my accounts will be without jukeboxes or will be using my record library.

"Because of maintenance costs and strong re-sale value, pool tables give the best ROI; jukeboxes are the second strongest."

Video: Videos are dead! The regional mall arcades and home videos have killed the urban route locations. The high price of dedicated games, coupled with the lack of cost effective new games, has caused me to forgo buying any new videos.

I am catering to my rural, black, and Hispanic accounts with games like *Pole Position, Galaga, Spy Hunter, Super Mario Bros.*, etc.—the old dependables—with a smattering of close-out kits like *Kid Niki* and *P.O.W.*

My revenues are better than most of my competitors because I rotate often and continuously. I also buy a large number of inexpensive kits to create a "fresh" atmosphere.

I have been trying to keep my cabinets looking attractive by regular trips through my warehouse for cleaning, repair, fresh paint, etc.

Pins: Pinball machines are an absolute nightmare! I try to pacify my accounts with *Pinbot*, F-14, and *High Speed*. I try not to rotate any more often than is absolutely necessary to minimize service problems. I recently cleared my warehouse of 50 pins. Even the accounts realize they are a service nightmare and do not push for them. I am even afraid to sell them to homes because they create further aggravation. The 50 I sold went to a family who re-hab them and sell them to homes.

I will buy only proven, dependable pinballs. New issues are too uncertain.

Darts: I am at this time organizing to have leagues and tournaments. I am pulling, or have pulled, all marginally pro-

fitable accounts. I intend to try and solidify my position with fewer accounts. I'll be able to offer better equipment, leagues, tournaments, etc.

In my opinion 50/50 commission split is not good enough. I am aiming for minimums on each piece in major accounts, with contracts.

I envision the bar business worsening. In clubs like the Moose and Elks there are too many D.U.I. fears. There are deteriorating atmospheres, higher rents, etc.

Game rooms are very difficult unless you have multiple pool tables. Equipment costs will rise, parts are expensive, equipment is less dependable, and all of these will reduce return on investment.

Fortunately, we do not solicit each other's accounts in this area, but we need to stop those who arrive with cranes, darts, and pokers. It is bad to share accounts with anyone, including bar owners.

Pokers that pay off will be difficult to legalize in Florida. I plan to operate cost-effectively, strive to maximize the return on every piece of equipment I have, act aggressively in securing new decent accounts, and eliminate my debt load weekly that I have from acquiring three former competitors two years ago. I also plan to be ready for whatever happens.

"I will buy only proven, dependable pinballs. New issues are too uncertain."

I am confident that worsening economic conditions in our industry will make us more profitable in the long term as many of the inefficient operators are eliminated. Hopefully, some inventive person(s) will come up with the next *Pac-Man*. □

THE TALKING GYPSY
FORTUNE-TELLER

- THE MOST PROFITABLE IMPULSE MACHINE ON THE MARKET
- AND BEST OF ALL IT'S A MR. VEND PRODUCT
- SPECIAL EFFECT CRYSTAL BALL

IMPULSE BEGINS AND ENDS WITH MR. VEND!

Mr. Vend
(818) 718-6061

Across the Southeast

Established in 1931

BIRMINGHAM VENDING CO.

brings you the best ...

ALABAMA & FLORIDA'S EXCLUSIVE ROWE DISTRIBUTOR

- Atari
- Bally-Midway
- Data East
- Taito
- American Technos
- SNK
- Konami
- Leland
- Romstar
- Fabtek
- Tecmo
- Dynamo
- Merit
- American Schuffleboard
- Valley
- Arachnid
- Rowe
- Sega
- Capcom
- Nintendo
- U.S. Games
- Gamemasters
- Doyle & Associates
- S. M. S.
- Smart Industries
- Klopp
- Mars
- Jaleco
- Skee Ball

We've Moved! Our Florida Division

NATIONAL 800#

1-800-288-7635

GENERAL OFFICE	FLORIDA DIVISION
540 Second Avenue N. Birmingham, AL 25304 **205-324-7526** **FAX: 205-322-6639**	New Address: 4542 L. B. McCleod Rd. Orlando, FL 32811 **1-800-330-1233 (FL Only)** **407-425-1505**

The right move at the right time

You may question the motives of a company that enters an industry during one of its down cycles. However, American Sammy has no doubt that it was the right move at the right time. And, because it did just that, American Sammy is laying the groundwork needed to be a successful manufacturer. The company's goal is to be the next major force in this decade. Sammy Japan president Hajime Satomi and American Sammy president Mike Yamamoto have worked together for many years and will continue to work closely. Both agreed that this was the right time to go full throttle into the coin-op arena.

Though under two years old, American Sammy debuted two successful games at AMOA '89 in Las Vegas. *Omega Fighter* and *Task Force Harrier* exemplified American Sammy's determination to offer operators quality games. A visit to the American Sammy booth at ACME should prove worthwhile. Though plans were not final at press time, American Sammy will have a new video and possibly a non-video, ticket-dispensing baseball game.

Mike Yamamoto (l), president of American Sammy, and Hajime Satomi, president of Sammy Japan.

American Sammy's parent company, Sammy Japan, has been successful in Japan and has years of experience to lend to its newest branch, American Sammy. Sammy Japan recently built two new facilities to accommodate the demand for product in the Asian market. The new factory, located in Sayama, is capable of assembling 1,000 game units per day. However, even with the new facility, and operating on a seven-day work week, orders are not expected to be filled until mid-1990.

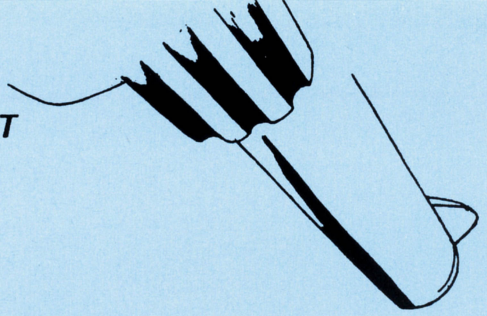
Sammy Japan has also adopted a software-developing subsidiary under the name of Japan Soft Technology Co. Its purpose is assembling a group of talented designers to help in the manufacturing of Sammy products. There are two locations in Tokyo and Nagoya. The Nagoya office is expanding rapidly, with a projected estimate of 40 staff engineers in the near future.

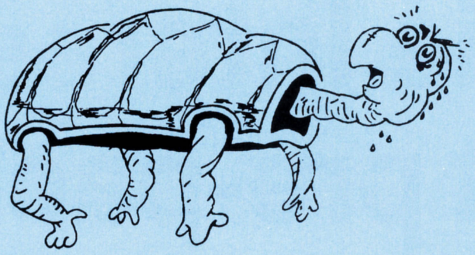
Sammy Japan established Tokyo Amusement solely for manufacturing amusement game software and hardware.

With so much going for it, American Sammy may just meet its goal of being the next major force in the industry. "We know we have mountains to climb, but the challenge will only make us stronger," Yamamoto said. □

2 PLAYER VERTICAL KIT

CONTINUATION AND BUY-IN





BUY AMERICAN SAMMY'S TASK FORCE HARRIER OR WE'LL SHOOT THIS TURTLE!

"TASK FORCE HARRIER has been a great game for Aladdin's Castle. It has consistently ranked among our top ten earning games and the 'return on investment' has been super."

Ron Malinowski
Vice President, Equipment Services
Aladdin's Castle, Inc.

WHAT IS THIS TASK FORCE HARRIER THING?

Military hardliner Zaratovitch has seized command of Russia's armed forces and is attempting to overthrow Gorbachev, threatening to overtake the world with his mechanized wrath! A cry for help from Mother Russia goes out to the United Nations. Their solution:

TASK FORCE HARRIER

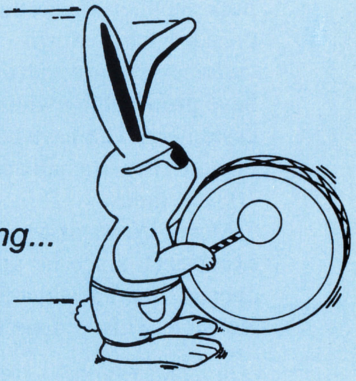
You fly one of two vertical lift HARRIER jets into Russia, evading heavy fire from ground and airborne forces. Players will thrill over the high-grade graphics, furious combat action, and wicked destruction sequences! This is THE shooter of the '90's!!!

SEE YOUR LOCAL DISTRIBUTOR OR CALL
AMERICAN SAMMY CORP. (213) 320-7167

See us at:
BOOTH # 4804 ACME

Sammy

American SAMMY



...it keeps earning and earning and earning and earning and earning...

Laramie Interests grows to meet pre-pack demand

In the fiercely competitive market of merchandise suppliers, what makes a company stand out and prosper? The answer can be found in the quality and service provided by Laramie Interests, a supplier that started modestly four years ago and steadily increased its share of the market ever since. That growth has been at an amazing 50 percent compounded rate each year.

Literally started as a "garage operation" by Larry and Tami Morris of Houston, the company moved first to a 1,500 square foot office in July 1986, then to a 3,000 square foot office/warehouse that gradually expanded to 21,000 square feet.

To meet demand, the Morris's made another move in February to a new 50,000 square foot facility near the Astrodome. An adjacent 10,000 square feet of space could become available in a year. If the current rate of growth continues, Laramie could occupy the entire building.

The entire Laramie gang, standing (l-r): Brent Collins, Greg Gaffney, John Sullivan, Jayne Jackson, Joe Morris, Wayne Broadwell; seated (l-r): Shannon Ashford, Beth Berger, Teresa Dunaway, Erin Dye.

Customers are obviously happy with the product they receive from Laramie, a company that built its reputation as a pre-pack supplier. According to owner and president Larry Morris, "Not only are our customers pleased with the goods, but they have grown along with us. Many of our customers, who have been with us from the start, began small and now have up to 100 machines."

Morris knows first-hand what operators experience since he and his wife also operate 70 cranes in a 50 mile radius of Houston. This is done through Amusement Cranes Unlimited, a small division of Laramie.

"Being operators," says Morris, "we know what's popular and can pass it on to our customers in our crane packs. We comb the country for closeouts of retail quality merchandise; that's what sets our packs apart. We have many trademarked and licensed items that you could see in retail stores. We buy from many sources and look for the best quality at the lowest price, adding new items on a daily basis.

"Sophisticated crane players are demanding better quality merchandise," notes Morris. "The more prizes you can stock that have a high perceived value, the more players will be interested and willing to put their dollars into your machine."

Although some operators prefer to buy in bulk and make up their own assortments, most prefer pre-packs. "Customers pay no premium for this service," says Morris.

Laramie's inventory includes all sizes of plush, capsulized jewelry items, watches, painters caps with licensed logos,

Easter '90

Get off to an early start with Easter Plush Paks™ from **LARAMIE.**

We have the finest selection of Easter merchandise available for your crane machines.

Also available this season, Jumbo Easter Plush Paks™. And remember, as quickly as the seasons change, so does the merchandise at* LARAMIE. *But one thing never changes at* LARAMIE, *our commitment to give you the finest crane plush available for your money! So act now, call toll-free and get off to a profitable and exciting Easter season!

LARAMIE INTERESTS

3635 WILLOWBEND BLVD.

SUITE 318

HOUSTON, TEXAS 77054

1-800-521-8697

1-800-237-5874

Come See Us At ACME '90

MARCH 9th - 11th • CHICAGO, IL

BOOTHS 3139, 3140, 3141, 3238, 3239

Tami and Larry Morris, the couple who started it all.

sunglasses, T-shirts, and plastic mugs, to name only part of the selection.

"Being operators, we know what's popular and can pass it on to our customers in our crane packs."

Some of the items that Morris is happy to have in his newest packs include five Wizard of Oz characters (Cowardly Lion, Tin Man, Scarecrow, Dorothy, and Wicked Witch of the West), caps with Indiana Jones emblazoned on front, T-shirts bearing the names of rock groups, and NBA licensed items that capitalize on basketball season.

Art Warner & Wylie Irwin Offer...

2 NEW HOT ITEMS KIDS LOVE 'EM

HURRY, THEY'RE GOING FAST!

Order Today!

TOSS 'EM JR. ALL AMERICAN

Coin Concepts, Inc.
12 EDGEBORO ROAD, UNIT 4
EAST BRUNSWICK, N.J. 08816
201-390-9009 • 1-800-462-COIN

Introducing the new kid on the block

Classic Wood Products, Inc.

Coin-Op	Manufacturer of the Classic shuffleboard	8 Home Models
16'		Sizes
18'		3 Styles
22'		

We also do top refinishing

1-800-837-2958

Laramie features specialized holiday packs to help operators take advantage of popular seasons such as Easter, Halloween, and Christmas. Laramie also makes custom packs for Valentine's Day, St. Patrick's Day, the Fourth of July, and Thanksgiving.

What does Laramie see as a future trend? "The big move is toward jumbo cranes," said Morris. "Prizes best suited to these cranes are nine to 15 inches tall. We recommend packs starting with an average price of $2.50 per piece. Jumbos operate on 50 cents per play or higher. Players recognize the value of our products in the machine and do not hesitate to pay 50 cents or $1 to play. Many operators set their cranes at $1 per play and stock with items that cost $5 per piece and up."

In addition to its popular jumbo packs with four dozen assorted items, Laramie offers a regular plush pack with 12 dozen assorted items averaging $1 per piece. The company stocks plush up to five feet tall for operators and arcades using a redemption system.

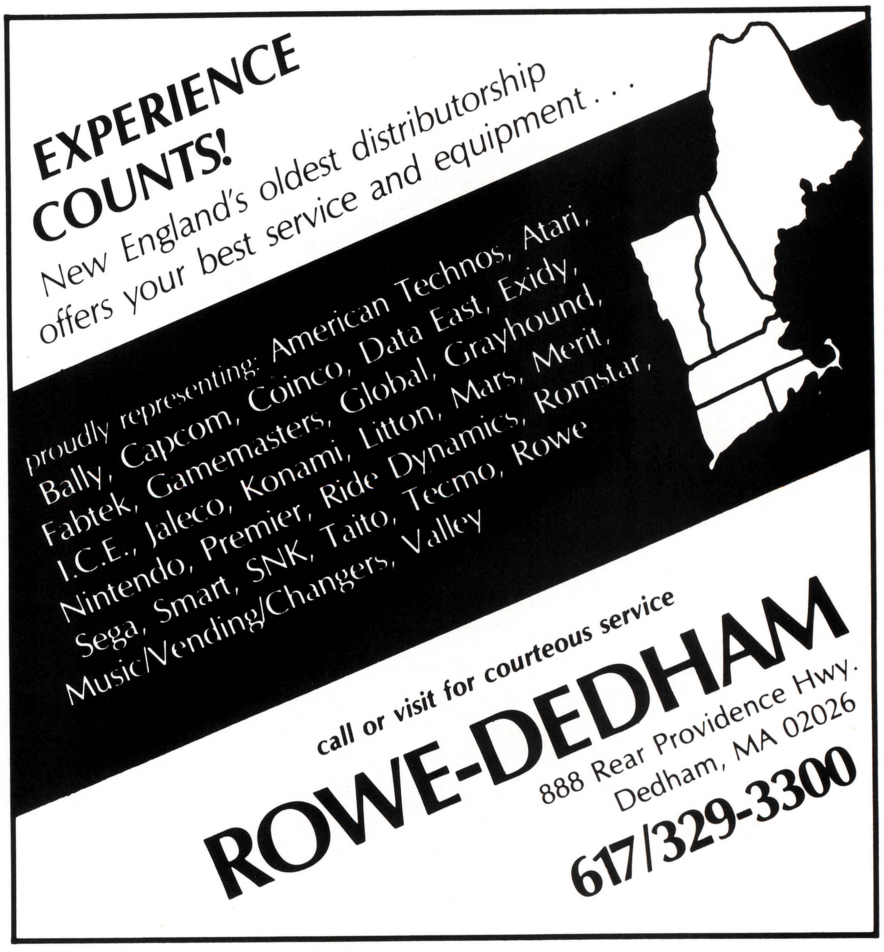
"The more prizes you stock that have a high perceived value, the more players will be interested and willing to put their dollars into your machine."

Laramie's current staff totals 21 employees, needed to keep up with the constantly changing merchandise. The officers are Larry Morris, president; Tami Morris, vice president; Brent Collins, general manager; John Sullivan, sales manager; and Greg Gaffney, sales representative. Those pleasant voices customers hear when placing orders belong to Teresa Dunaway, Jane Jackson, and Beth Berger. Warehouse manager Wayne Broadwell and his assistant, William Molnar, make sure product moves quickly to its destination.

Laramie always takes booth space at the large industry trade shows and state shows to display its stock. At this year's American Coin Machine Expo (ACME) the company will occupy five booth spaces: 3139, 3140, 3141, 3238, and 3239. Larry and Tami Morris invite all show visitors to stop by to see their merchandise and receive a Texas-size welcome.

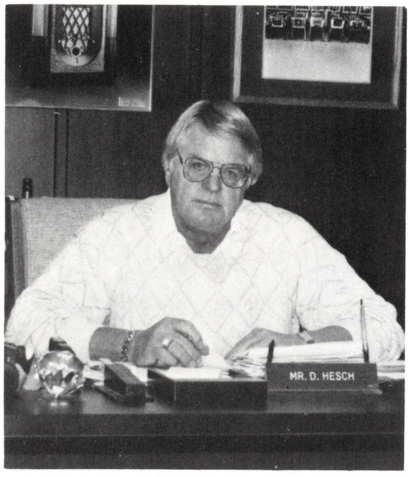
The new company address is 3645 Willowbend Blvd., Suite 318, Houston, TX 77054; (713) 666-4945; FAX 713-723-1831. For customer convenience in ordering there are two 800 numbers: (800) 521-8697 and (800) 237-5874. □

From left: John Sullivan, Jayne Jackson, and Greg Gaffney with attractive Easter plush items.


EXPERIENCE COUNTS!
New England's oldest distributorship offers your best service and equipment . . .
proudly representing: American Technos, Atari, Bally, Capcom, Coinco, Data East, Exidy, Fabtek, Gamemasters, Global, Grayhound, I.C.E., Jaleco, Konami, Litton, Mars, Merit, Nintendo, Premier, Ride Dynamics, Romstar, Sega, Smart, SNK, Taito, Tecmo, Rowe Music/Vending/Changers, Valley
call or visit for courteous service
ROWE-DEDHAM
888 Rear Providence Hwy.
Dedham, MA 02026
617/329-3300

Valerie Cognevich

Don Hesch



Don Hesch of A.H. Entertainers, Inc. in Rolling Meadows, Ill., is a large street operator in the suburb of Chicago. He grew up in the coin machine business along with his brother, the late Wayne Hesch, who served as AMOA president and had the Wayne Hesch Scholarship Fund named in his honor. A.H. Entertainers was started by Don's father in 1939. Young Don and Wayne spent many hours at the shop during their holidays and summer vacations.

Don says that he subconsciously figured he would go into the business but gives his father a lot of credit for never pushing his boys in that direction against their will. "When we were in college, dad sat us down and asked us our intentions," says Don. "I think he hoped we would come into the business but it was our choice."

Don has the same attitude towards his own three sons, Craig, Mark and Chris. Although Don never pressured them to join the coin machine industry, all three are now working in the family business. In addition, Wayne's son-in-law Chris McSwain, married to his daughter Diane, is also a vital part of A.H. Entertainers.

Besides Don, his sons, and Wayne's son-in-law, Don's mother still takes an active part in the day-to-day operations of the company. Isabel Hesch, though 80 years old, still comes into the office every day.

Don has been very active in his state association and AMOA. He has worked on various AMOA committees, including registration, the Wayne Hesch Scholarship Fund, membership, and state associations. In fact, Don recently returned from Chicago where the first meeting was held for state association representatives. "It was a successful gathering. It is so important for all of us to work together," he said.

Could you describe your business?

We are a street location-oriented company. Although we do have some large arcade accounts, the majority of our business is street locations. We operate a lot of jukeboxes. We did some testing for Seeburg when they first came out with their CD box. We also concentrate heavily on our league programs.

How would you describe the difference in a street operator and an

ALL THE THRILLS OF ATV RACING. NOW PLAYING AT YOUR LOCAL ARCADE.

Put it in gear, crank the throttle and you're off!

Ease the throttle on the jumps for smooth landings.

Complete the race for a taste of victory.

- Deluxe motion simulation for side-to-side action.
- Realistic throttle controls for acceleration, brake, and gear shift.
- Head-to-head racing format or independent play option.
- Link hardware for interactive play: up to four units or eight players.

FOUR TRAX is engineered and manufactured by Namco Ltd.
Trademark and © Namco 1989

FOUR TRAX™

4 WHEEL ALL TERRAIN VEHICLE

ATARI® GAMES

namco®

Atari Games Corporation, 675 Sycamore Drive, P.O.Box 36110, Milpitas, CA 95035-1110 (408)434-3700

arcade operator? And what are some of the unique problems that street operators have?

An arcade operator is supposed to be the guy that has one or more strictly arcade locations where he operators his equipment. A street operator has equipment in a number of different locations. However, there are so many cross-overs today where street operators have game rooms and arcade operators are branching out into street-type locations. I don't think you see it as often with the large arcade chains that are just concentrating on their arcade locations. But there are some independent arcade operators who are looking to expand their businesses into street locations

One unique problem street operators have is the number of location owners that we must deal with. While an arcade operator has the landlord in each arcade, street operators have owners at each location to deal with. Each one has his own

Don with his music programmer, Brad Hamma.

ADVANCED GRAPHIC DESIGNS, INC.

A Full Service Screenprinting Firm

Dedicated to the Coin Operated Industry

– SPECIALIZING IN GAME GRAPHICS –

DECALS • OVERLAYS • PLEXIGLASS • GLASS • AND COMPLETE GAME DESIGN FROM PROTOTYPE TO HIGH QUALITY PRODUCTION

4673 AIRCENTER CIRCLE
RENO, NEVADA 89502.

Equal Service
to large and small customers

PHONE: (702) 827-8110
FAX: (702) 827-8283

Tired Of The Same Old #!?#?

Try The Good Stuff

Check Out The Difference

06161 8″ CHUBBY LAMB – 3 DOZ. PACK

Best in Quality

Best in Design

07171 8″ PREPPY PENGUIN – 3 DOZ. PACK

Call for FREE Catalog

ROSETTE, INC.

29 Bala Ave.
Bala Cynwyd (Phila.), PA 19004

1-800-426-6665
1-215-668-8392

special needs. Take jukebox programming, for example. If a street operator has 100 customers, he may have 20 or 30 of them make requests each week. We have to make contact with all of our locations about changes they may want. Some may want new games or a particular game, and we do our best to get what they want. One of our competitors may have visited the location, so we must make sure that we are servicing our locations properly. If you want to keep your business running like it should, location contracts are important. There are also other things that require our attention. We have dart and pool leagues that take time and effort. We must make sure everything is running smooth in each location.

Do you have contracts in all of your locations?

Let's just say I have them in as many locations as I can. However, I don't like to call them contracts; agreements is a much better word. There is a tremendous investment in equipment today and operators should have some sort of guarantee or protection for his investment.

Many operators are in a quandary about what is going to happen with music. Do you think CDs are going to take over?

I have no idea what is going to happen! However, my gut feeling is that CDs are here to stay and there will be a transition from 45s. We saw the same thing happen with 78s. There were those that said 78s would never be replaced by 45s, just like many say that 45s will always be here. What happened then was that eventually the only 78s you could get were the low-end income producing records.

What we see today is programming getting harder with 45s because all of the music is not on 45s anymore. I think that anybody really paying attention to their business can see that the trend towards CDs is increasing all the time and the trend towards 45s is decreasing. It's going to be up to the record manufacturers in the long run. If they continue to make money with 45s, I guess they will continue to make them. I don't really know. Back when the industry changed from 78s to 45s, we were able to adapt the current equipment from 78s to 45s. We can't do that today with CDs. Our philosophy at A.H. is that we won't buy anything but a CD jukebox.

So you are going to phase out all of your 45 boxes?

We are doing that now. Without going into numbers, I would say that over 25 percent of our jukeboxes are now CDs.

"My gut feeling is that CDs are here to stay and there will be a transition from 45s."

Have you been able to change your commission structure with CD jukeboxes?

Yes, we have tried and gotten better financial arrangements. We have to with CDs because of the cost involved. Let's not kid ourselves, CDs are a much bigger investment and we need to get better dollars for them.

If you decide to replace a 45 jukebox with a CD in a location, do you have complaints from the location owner when you explain that you need more money?

Oh sure. Some just want us to leave the old one. The problem that operators will have is available programming with 45s. The customers will have to realize that he can't get the selection he once did with 45s. You have to remember that the locations have problems, too. His profitability isn't what it used to be. The drinking laws and competition are taking a bite out of his profitability.

Can you feel the impact of the drinking laws?

A location today that is just "pouring" is in trouble. The locations that also have food are where the action is today. Liquor locations have to offer their customers another reason besides drinking to come into their places. That's why leagues are so important.

Do you think street locations are looking more at games and phonographs to supplement their incomes?

Most definitely. They have to. They are all looking for additional income. In our area locations are becoming more aware of what things are available to them to add to their income. We sell our dart leagues to customers as a way of creating a neighborhood function in the location. Just coming in and having a few drinks is not enough anymore. When customers come into the location to play darts they may do a little social drinking, but they also play the other games and the jukebox. But the reason they are there is to compete and have fun doing it. The locations that participate see the value.

The leagues are important to your business?

You have to understand that every operator is competing for a portion of the entertainment dollar. We are in competition with many other forms of entertainment like baseball, football, and whatever else is out there. We have to take care of business by becoming better business people.

Some may think that it is easy for large operators to run leagues. Is it as feasible for small operators?

I think it would have to be feasible. Our income goes up and down like a yo-yo when the dart season ends and starts up again. It's not just the dart games either, it is the entire location. A nice way to start is to have an in-house dart league. One location can have several in-house teams competing. You can start by just having several special tournaments. There is nothing tricky about it. The problem is that it takes hard work. There are many that are willing to do the extra work to reap the benefits. Unfortunately, there are some that don't want to put out the extra effort. There are a lot of people that have survived and not operated leagues. God bless them. I'm not going to try and sell them on the idea, although I wish they would give it a try.

Do you have one person who only does leagues?

We don't have just one person. We have several who handle certain aspects of running successful leagues.

Have leagues helped solidify your locations?

They have certainly made our relationship with our locations stronger, no question about it. We have better rapport with our locations because of leagues.

How does a large operator maintain that personal relationship with so many locations?

The dart leagues have helped develop that rapport and keep it on a continuing basis. With leagues, you are in constant contact with those customers that are involved. Our route people also do a great job in PR. They are basically our first line of communication with the location. We depend on them to tell us if there is a problem. Our repair people make sure that they quickly solve problems if a customer is upset. Our collectors are very professional. They wear uniforms and present a positive image of the business. Our route people have flexible hours so they can accommodate any location's needs. I have some collectors that meet location owners when they open up in the morning at 6:00 or 7:00. The owners don't want to be interrupted when they get busy with their own customers.

How do you keep control over the route people?

We have weekly meetings with our collectors to talk over any problems that may have come up. We are on computer, so we can keep a close watch on our accountability. The collectors are responsible for keeping the games well-maintained. They are expected to clean the glasses and screens on video during their visits. I can tell what kind of job they are doing when it comes to rotating equipment. If a game comes into the shop and is filthy, I know someone hasn't been diligent in their maintenance.

How long have you been on computer?

We have been on computer about 10 years. I don't even want to think about what we did before! I have a love/hate relationship with computers. It has improved our ability to run our business. We can see which equipment needs to be rotated or which location needs to be upgraded. We still have some improvements to make, but everyone who uses a computer is always looking for ways to improve its abilities. I remember when we first got on computer it was horrible! It didn't work for the first six months!

Will the dollar coin be a big advantage?

No doubt about it. We are seeing more paper dollars because of the CD jukeboxes. Dollar coins would be much easier to handle. I wish we had the dollar coin now. Even after we get it, it will take awhile to convert games over to accept the coins. I think everyone would agree that it would be much simpler to handle dollar coins than paper dollars.

Have you tried any of your games on 50-cent play?

Let's put it this way: it's not readily ac-

$$$'s ADD UP WHEN YOU PROVIDE ...

AFFORDABLE CHILDRENS ENTERTAINMENT from CAROUSEL!

*** FAST RETURN OF YOUR INVESTMENT**

*** RIDES GIVE YEARS OF RELIABLE SERVICE**
- Superior U.S.A. Workmanship
- Steel Frame Construction
- All-Weather Fiberglass Shrouds/Covers
- "Gel Coatings" Provide Added Durability
- Modular Plug-In Electronic Components
- Solid State Sound System

*** ENGINEERED FOR CONTINUOUS OPERATION**
- Low Maintenance Direct Drive Mechanisms
- Moving Parts Have 100,000+ Ride Ratings
- Thermal Overload Motor Switches

*** COMPLETE ASSORTMENT OF KIDDIE RIDES**

*** COIN FLEXIBILITY & THEFT SECURITY**
- Adjustable Coin/Token Slots
- Hard wired & non-resettable audit meter
- Double Guarded Cash Box
- Secure 11-Gauge Outer Security Cover
- Full 1 1/4" Hardened Steel Locking Pin
- Recessed/Covered locks

*** NATIONWIDE SALES/SERVICE CENTERS**
- Over 20 years of experience
- Direct Factory Service throughout U.S.
- Complete Parts Inventory
- Toll-Free Parts/Service Request Number

ADD IT UP ...
and ACT NOW to Improve **YOUR** Operating Profits.
For More Information Call Ken SchaefferToll Free at:
800-325-3353
In Missouri Call Collect: **314/392-7122**

CAROUSEL
International Corporation
P.O. Box 307, Eldon, Mo 65026 • 314 392 7122

AMERICA'S CHOICE ... for Coin Operated Kiddie Rides

ceptable to players. Basically, you can try it on new equipment, but it only holds for a certain period of time. In most cases you will end up going down to a quarter. I think the best method has been in pinball with 50-cent/75-cent/$1. Once the games get to be a year old, however, we may change them back to 25-cent play. It's much harder to raise the price on video. One way we'll be able to raise the price per play on video is when manufacturers dedicate the piece to higher cost per play. I don't think it should be left entirely up to the operator.

Don with one of his favorite antique jukeboxes.

Are your pool tables on 50-cent play?

Some of them are even on $1. There are some good, basic reasons for charging $1. I had a location that told me his income was down and wanted to know what we could do to increase it. I told him not to hang up when I suggested installing a pool table. "Oh no!" he said. He was afraid of attracting a bad element of players in his establishment. I then told him to set the table on $1 play. That way he would discourage problem-type customers. You will attract a more serious player, the type you want in your location. The good players don't mind paying a little more. The ones you don't want to attract won't pay the dollar, so they'll go somewhere else. Well, he put in a pool table and now he wants another one! I've done many custom cloths for my customers. If someone wants brown cloth with tan rails, then I'll do it. I've had requests for black tables with gray rails. If that's what they want, and it's profitable enough for A.H. I'll give it to the locations.

So pool is an important part of your route.

Everything is important to our route! We are concerned about the whole thing.

"There is a tremendous investment in equipment today and operators should have some sort of guarantee for protection."

Have you seen other things become more important than video? Oh definitely; the jukebox especially. Only about 35 percent of our route is video. We've cut back on video for several reasons. The first is the adverse licensing on video. We may pay a $30 licensing fee for a jukebox, $25 for a pool table, and $150 for a video game. So in those cities and counties we try to operate fewer videos. The other reason is that most of our locations are into interactive sports games like darts, pool, and basketball, competitive things. Very few videos lend themselves to interaction among players. There are a few exceptions; *Capcom Bowling* is a good example. And I understand there are some other games coming along that may.

You always hear people describing a game as an arcade piece or a street piece. How would you describe a good street piece?

First of all, let me mention one thing that video game manufacturers must understand. To be a good street piece, it must appeal to both men and women. As an example of why, let's say there are 60 percent men and 40 percent women in our locations. The women have nothing to do with most video games. They will play basketball, darts, pool, and the jukebox. They will play a trivia game, *Capcom Bowling*, or *Arkanoid*. Those games appeal to the female customers. Therefore, I would describe them as good street pieces.

So for a game to be a good street piece, it has to be one that will attract women players.

Sure. *Capcom Bowling* was good because it was something that a guy and a girl could do together. How many gals go into game rooms to play video games? Not many. Video games are geared towards young males that enjoy the challenge of conquering the game. Our customers in street locations aren't inclined to read instructions on a complicated game.

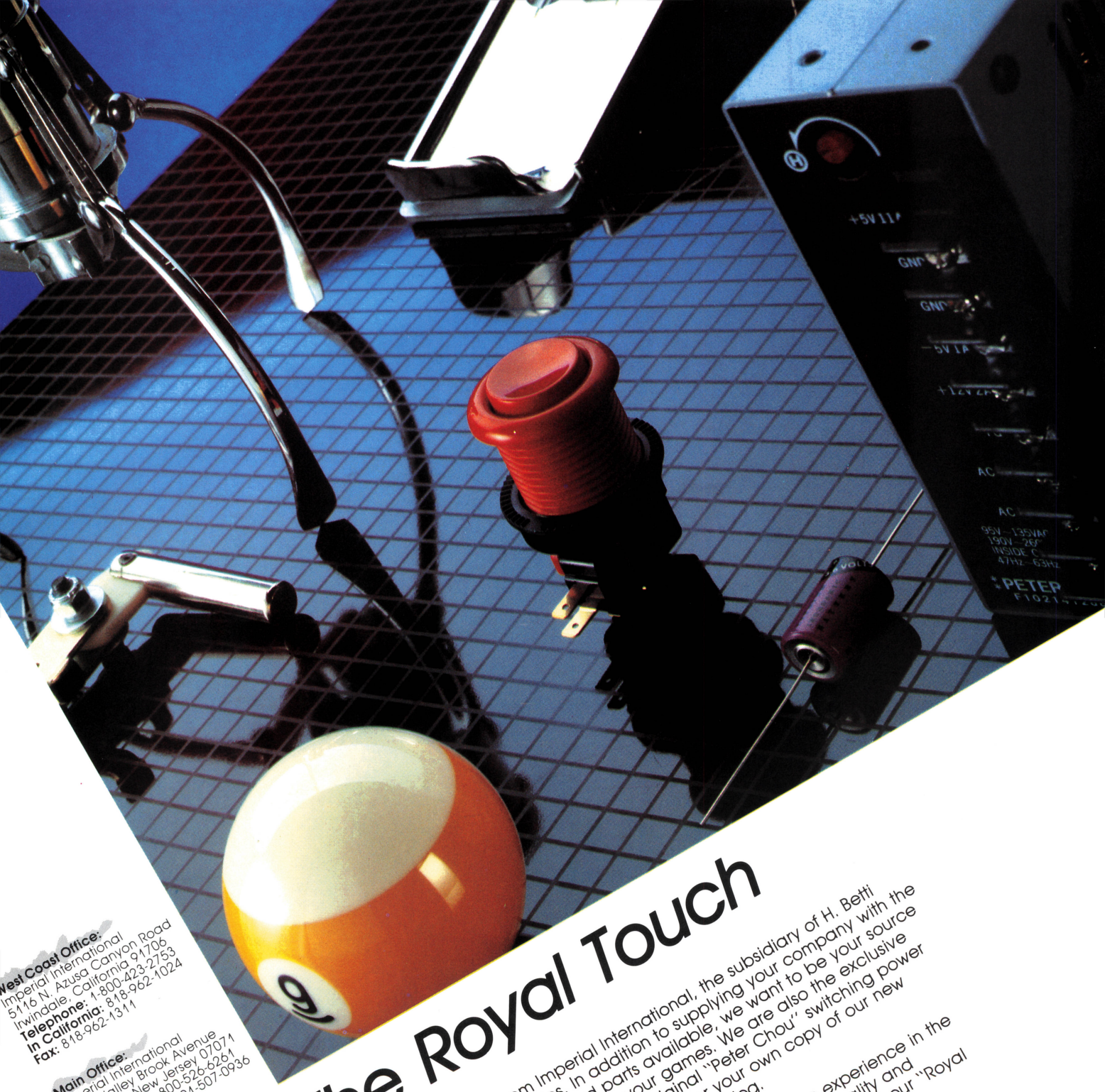
Does a good street piece have to be less complicated?

I would be looking more towards simplicity than complication. Trivia is simple and it appeals to women. And the others that I mentioned are good. When games are too complicated they have less appeal to the adult generation. Our customers who frequent sports bars do not want to read instructions in a dark lounge.

If you really analyze it, what do we really have for the female customers to enjoy playing? What do we have that men and women play together? That's why darts are such a big item in our area. Women play a lot of darts and pool. We have organized brunch and couples leagues in darts and pool. I think that video game manufacturers have forgotten 40 percent of our market.

Why do you think that manufacturers aren't addressing the needs of the street operator better?

The people that design video games many times are not attuned to what street operators need. The game designers are not in harmony with sports bars, for example. I think they will need to rethink the marketplace. The same games that appeal to the younger generation in a well-lit ar-



The Royal Touch

...from Imperial International, the subsidiary of H. Betti Industries. In addition to supplying your company with the finest billiard parts available, we want to be your source for parts on all your games. We are also the exclusive distributor of the original "Peter Chou" switching power supply. So call today for your own copy of our new comprehensive parts catalog.

H. Betti Industries, with 50-plus years experience in the business, guarantees you the finest quality and dependability, and Imperial promises you our "Royal Touch". So call or write us today.

Now available from our West Coast Location a full line of coin machine parts

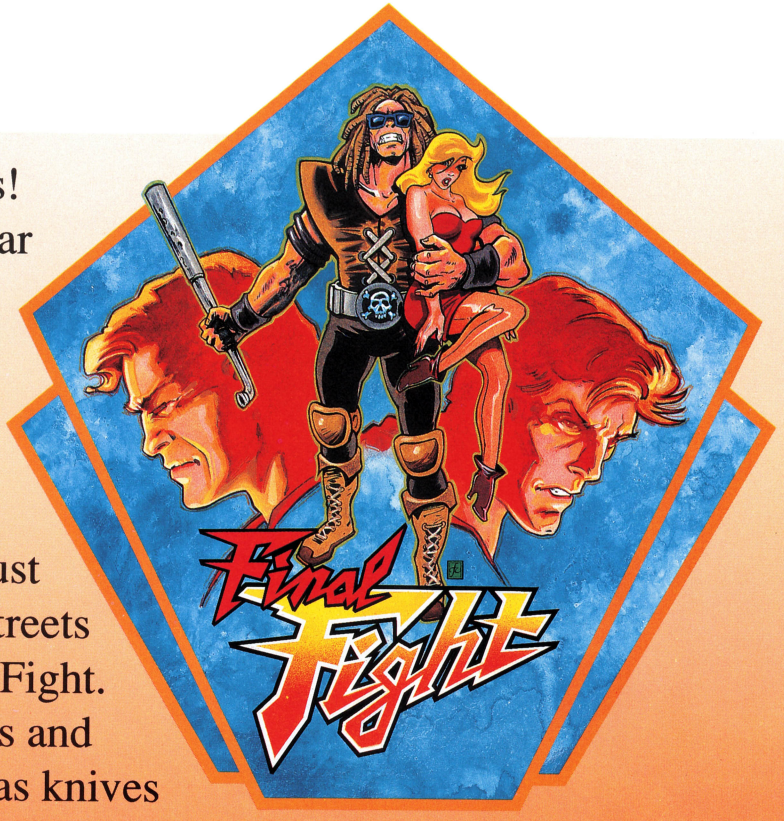
See us at Booth #4515 ACME

IMPERIAL INTERNATIONAL
a division of H. BETTI INDUSTRIES, INC.

West Coast Office:
Imperial International
5116 N. Azusa Canyon Road
Irwindale, California 91706
Telephone: 1-800-423-2753
In California: 818-962-1024
Fax: 818-962-1311

Main Office:
Imperial International
1270 Valley Brook Avenue
Lyndhurst, New Jersey 07071
Telephone: 1-800-526-6261
In New Jersey: 201-507-0936
Fax: 201-507-9181

In Final Fight™, They're Serving Cocktails. Molotov Cocktails.



Those creeps! The Mad Gear Gang has kidnapped Haggar's daughter, Jessica. Now, you must head to the streets for the Final Fight. Use your fists and feet, as well as knives and Molotov Cocktails to beat the gang. Trust no one. Even the cops have gone bad!

Players will welcome the return of Haggar, the original Street Fighter

Two-player interactive

Spectacular graphics, thanks to Capcom's CPS super chip

Final Fight has "the cool Factor." Players will love the non-stop action!

3303 Scott Blvd.
Santa Clara, CA. 95054
(408) 727-0400

CAPCOM® USA

Final Fight is a trade mark of Capcom U.S.A., Inc. Capcom logo is a registered trademark of Capcom U.S.A., Inc.

cade are not going to be the same games that appeal to adults in a lounge or sports bar.

You are a large operator that would probably be in a good position to do without a distributor. Do you believe that there is a need for them?

I would hate to think that there would not be distributors. I depend on them for advice on what games to buy. I try to buy everything through a distributor. My need for a distributor is different from that of a small operator. We need them for parts but not so much for financing or service. I depend on my distributors to keep me informed on new product coming out. Somebody has to be a clearinghouse for all of the information, and my distributors are the ones I count on.

"If you want to keep your business running like it should, location contracts are important."

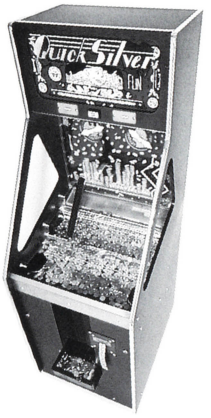
If I had to depend on every manufacturer to give me a call, I'm sure I would miss out on necessary information. There are too many changes in this industry not to keep on top of what's going on. A distributor is a good way to keep up with those changes. You can't wait to go to two shows a year to keep up with the new equipment. Distributors should always be here.

How you would sum up your views on the future of the industry?

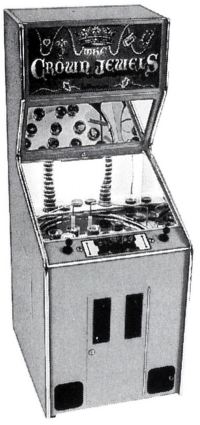
It's a great industry. We have a lot of problems but so does every other business. But we have one advantage over a lot of other businesses — no accounts receivables. I think that is the greatest opportunity that our business lends itself to. Certain portions of the business are in a tailspin today, but tomorrow something will come along to pick it up. There is always something new just around the corner. I just love this business. I don't know what else I would do if I wasn't in this industry. □

TOP SELLING GAMES

ACTION LOTTO



QUICK SILVER II



CROWN JEWELS 80

CROWN JEWELS 30

CRANE GAME

TOY VENDOR

STATE-OF-THE-ART REDEMPTION GAMES

GāMCO INTERNATIONAL INC.
2153 10th St.; Sarasota, FL 34237
1-800-642-7263
813-366-1133 FAX: 813-366-1134

Christopher Caire

Are manufacturers meeting the needs of the street operator?

Complain, complain, complain. Many manufacturers—in a half-joking, half-serious tone—say that's about all operators do. But when it comes to street operators, might their gripes be warranted? Have manufacturers, or video game manufacturers to be specific, released enough product to suit their needs? Or do their brethren—the arcade operators—garner the lion's share of attention from manufacturers?

We decided to explore these and other questions by speaking with three manufacturers—Romstar, Sega, and SNK—and three distributors: Ron Carrara of Betson Pacific in San Francisco, Calif., Bill Kraft of Shaffer Distributing in Columbus, Ohio, and Charlie Stutz of Brady Distributing in Chattanooga, Tenn. They essentially agreed on one thing: street operators have not received the same level of consideration from manufacturers as arcade operators have. That, though, should change as we begin the 1990s.

Bally/Midway's *Arch Rivals*

The Evolution of a Video Revolution.
See It... IN PLAYmation!™
Premieres
March 9th
ACME '90 Booth 3105
Bally/MIDWAY
T.M.
©1990 Midway Manufacturing Company, Manufacturers of
Bally/Midway Amusement Games. All Rights Reserved.

HOOPS

ADASTRA, INC. would like to clarify our position regarding our relationship with POP-A-SHOT.

Several months ago we announced that we were "joining forces" with POP-A-SHOT. The basic idea was that we would do all manufacturing, and they would do all marketing for the combined firm. Since then, we have indeed been doing contract manufacturing for PAS but they have done no marketing of our products. In fact, they have recently re-organized their sales policies to encourage direct sales to any and all buyers. We wish to "distance ourselves" from this policy.

We believe in, and support, the established distribution system which exists in the coin-op industry. Wherever possible, we prefer to sell through established distributors because we value their contribution to the smooth functioning of the industry. In some areas we do not have relationships with distributors, and in those areas we do sell direct to operators at our advertised retail price. We do not ever knowingly sell to individual locations. Put succinctly, we regard the operator as our customer, and strive to support, not undermine, their efforts.

We remain friends with PAS, and are happy with our contractual manufacturing relationship with them. However, after "living together" for a period of time, we have decided not to get married. We look forward to a long and mutually profitable relationship with our real partners, the coin-op distributors and operators of America.

Foster M. Brashear
President

ADASTRA, INC.
(800) NET HOOP

Rene Lopez, Romstar

Lopez, the vice president of sales and marketing at Romstar, says one must begin by defining "street operator" more narrowly. There are street operators whose locations consist solely, or predominantly, of convenience stores, versus street operators with liquor-licensed locations. The needs of these two sub-classes are totally different, Lopez believes. Also, what a street operator in the Midwest or East Coast is looking for might not parallel the requirements of one situated in Los Angeles.

"Let me give you an example," Lopez explained. "I recently met in Chicago with 16 street operators who have liquor-licensed locations. A fighting game like *Teenage Mutant Ninja Turtles* might make good money in a convenience store, but it won't get the same results in one of their bar locations. They need something like *Arkanoid, AmeriDarts*, or *Capcom Bowling*—games that don't do so well in convenience stores.

"As manufacturers, our emphasis should be on the liquor-licensed locations. I believe there are between 300,000 and 350,000 locations that have these licenses. It would be great if we (game manufacturers) could get into 100,000 of them. That's the bread and butter of our business."

Romstar, Lopez says, has tried to design particular games for street operators. "But we have to play the hand we're dealt. We cannot control our own destiny in many cases, because so much of our product is licensed from Japan. We have met with the Japanese companies that we license from, telling them that they have to start design-

If your games don't come with quality coin doors and coin validators from COIN CONTROLS, you ought to wonder what else they skimped on.

Dedicated amusement games cost a lot of money these days. When you spend that much money, you need to be a shrewd buyer . . . you look for a game with high revenue potential and quality construction. For the cost of a dedicated game, it should at least stand up to the normal abuse that every game faces. If the game you purchase doesn't come equipped with quality coin doors and coin validators from Coin Controls, then it probably says a lot about the quality of the rest of the game's components and construction. You see, manufacturers who care about long-lasting quality make sure that they use only coin doors and coin validators from Coin Controls. Coin doors and coin validators from Coin Controls are designed to stand up to that abuse, protect your game revenue and help prevent fraud.

QUALITY COIN VALIDATORS DESIGNED TO PREVENT FRAUD

Coin validators from Coin Controls are designed to keep players from receiving credit for games they haven't paid for. An anti-penny flipping device prevents pennies from being flipped up through the microswitch. An anti-stringing device prevents players from using the same coin over and over to trip the microswitch.

Coin Controls' coin validators are fine tuned for high levels of discrimination. Each validator has special features which include a check for oversized or bent coins, a three point diameter check, a coin weight check, a metallurgical test by a magnet, a test for coin thickness, and a separator point to catch coins which are too thin, too heavy, too light or the wrong metal content.

LOOK FOR THE BLUE TAG

Every door that Coin Controls makes has a light blue tag on it. It's our pledge that every coin validator and coin door undergoes *36 separate quality checks* before the quality tag goes on. It's a shame, but it's true that sometimes a manufacturer will put somebody else's coin door and coin validator on a game. Unfortunately, the game never costs you any less. Insist on a quality game with quality coin doors and coin validators from Coin Controls.

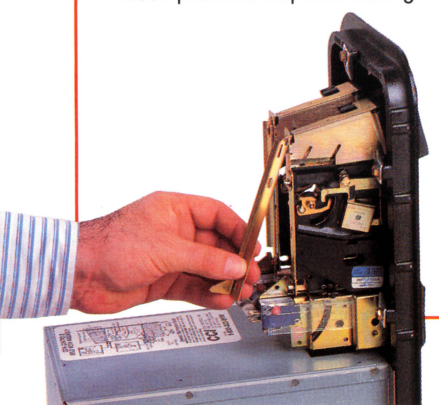
If you want quality, Coin Controls is the name to remember.

QUALITY COIN DOORS BUILT FOR EXTRA SECURITY

Doors from Coin Controls include specially designed features for extra protection. Like the extra deep security channel which makes it harder for a vandal to pry open the door with a screwdriver. And the heavy zinc die cast frame with an extra thick steel door provides superior strength when someone is trying to kick it in. The custom designed microswitch is developed especially for amusement applications to prevent free credits from being issued when the game is kicked—eliminating the need for the slam switch.

The appearance of the game is important to its earning potential. So Coin Controls uses chip- and fingerprint-resistant super durable paint, chosen to enhance the beauty of the entire game.

You also want a door which complies with AMOA Standardization Committee recommendations. Coin Controls' coin doors and coin validators comply, right down to the new snap-in mech design and the double "D" cam lock.



COIN CONTROLS

1000 A Touhy Avenue
Elk Grove Village, IL 60007
(800) 323-8174 (312) 228-1810

ing product for the street locations. As I said, they are our livelihood. By the summer of 1990, we'll know if the Japanese give us what we're asking for."

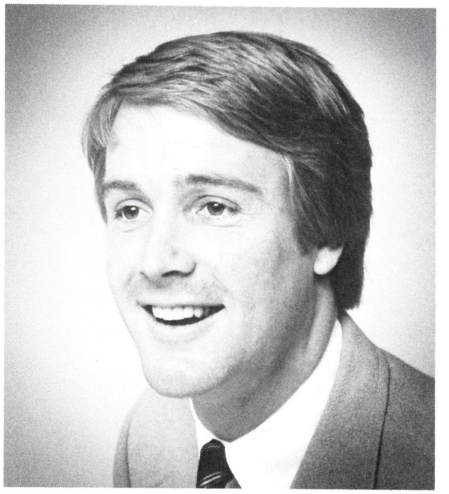
What makes a good bar piece? For starters, the patron wants to play a game "that doesn't take three hands," nor should it take "a whole lot of brains to play," Lopez said.

"It should be easy to play, because chances are the player is going to have a beer in one hand," he said. "But the manufacturer also needs to come up with something that makes the player want to challenge his friend. Video games with football, baseball, and basketball all do well in bars. *Arch Rivals* is a good example of a game that's fun yet challenging. It has done well in bar and convenience store locations.

Lopez says Romstar has developed a new philosophy in terms of product strategy. First, the company will help operators promote a new game by including a scorecard in game kits. These scorecards, Lopez feels, will enhance the spirit of competition among players. Second, these games—be they dedicated or kits—will be low-cost. And third, this product must find its way into liquor-licensed locations.

"The third part is the key, and it's a problem I've been trying to resolve," Lopez said. "How do I reach that operator and let him know I have a piece that'll earn a steady $100 a week in his street locations? I want to let him know that it's earning $100 in the streets, not $300 in the arcades. But many street operators aren't even getting that $100 from their games. There has been so much product released that they are afraid to buy games. They don't know if what I'm telling them about a game is the truth or not. As manufacturers, we have to overcome this. We have to start giving the street operators games that are ROI-effective."

In conclusion, Lopez says, "I've been in this industry for 20 years, and I've never seen it like it is now. Things are very scary. Everyone needs to pull together. The manufacturers need to work closely with operators—street and arcade operators—to find out what their needs are. When we help them, we help ourselves."



Tom Petit, Sega

The president of Sega Enterprises Inc. USA feels there are three sub-classes of street operator, with clearly defined locations: convenience stores, bowling alleys, and taverns/bars/pizza parlors. The latter group commonly includes a mix of cigarette machines, pool tables, jukeboxes, and some video games.

Petit says that although Sega initially focused on the arcade market, it did take steps to include the street operator in its plans.

"From 1985 until now, we've taken a strong application of our new technologies—simulation, high-end hardware, and graphic generation—and geared it toward the arcade environment," Petit explained. "*Hang On* was the first such product. But we did develop upright models of these games for street locations. We always try to encompass an opportunity for the street operator with an upright in the model line, based on his cost parameters and the concept of the game. For example, an *AfterBurner* might not have worked for street locations, but *Out Run* uprights did. The long production run for *Out Run* bears that out; it couldn't have been so successful had it only been popular in the arcades."

Since these locations are different—with disparate clienteles—the equipment found within them should reflect the particular tastes of the player base, Petit feels.

"The adult found in tavern locations is a different type of player that requires a different product," he said. "He needs a game that is easy to comprehend, without demanding game play and player controls. It should appeal to a broad range of people as far as the skill level required, yet some mastery must be necessary. The chances are good that he's been drinking, so the motor skills begin to suffer as time goes on. If the game is too complex, frustration will set in and the player will quickly lose interest and patience.

"On the other hand," Petit continued, "street operators with bowling and 7-Eleven locations usually have the real hard-core players, and they're generally young. That lets them feature more complicated games that would be found in bars. But in these locations, they have to always be sensitive to the space requirements."

As to the charge that manufacturers are insensitive to street operators' needs, Petit contends that it's simply more difficult to design successful pieces for tavern locations.

"Sega has tried to implement product for all levels of operator, but with the high level of technological application, we've had greater involvement with the arcade chains, convenience stores, and bowling centers," Petit said. "Designing games for the adult street locations are the most difficult to do. They have to be the simplest to understand and play while remaining challenging and amusing to the player. This is a complicated challenge for the designer. Only a handful of games have survived this challenge in our industry, as opposed to the several dozen successful pieces designed for arcades and locations with a younger player base."

Sega has created a new corporation to

"How do I reach that operator and let him know I have a piece that'll earn a steady $100 a week in his street locations?"

SKEE-BALL

It's almost as old as baseball . . . . and still going strong!

Skee-Ball's been around for nearly a century. And it keeps getting better. Equipped with flashing lights, sound, and digital scoring, Skee-Ball is now more exciting than ever — and a proven money maker.

The standard Skee-Ball is 13-ft. long; but other smaller models are available in 6, 8, or 10-foot lengths.

To operate, players simply drop a coin into a slot and they're served 9 balls with which to test their skill.

Every round is accurately tallied by an electronic scoreboard.

A variation of the standard game is also available; Bonus Ball, with two more scoring pockets that can deliver 100 extra points per pocket.

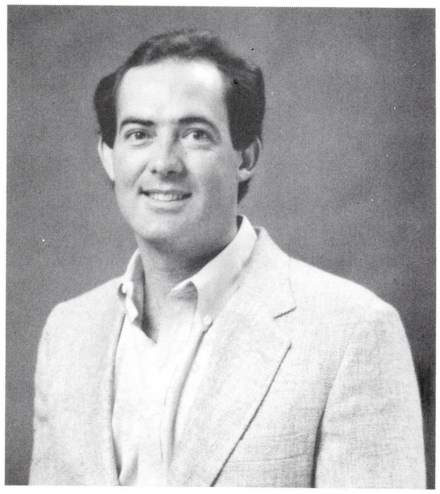
For more information or literature write or phone Skee Ball.

SKEE-BALL

.... the game they keep coming back to.

Skee-Ball, Inc.
8th & Maple Streets, Lansdale, PA 19446 • (215) 362-0300 Fax (215) 362-0569

meet this mounting challenge, Petit says. "We've made a concentrated effort in Sega R&D to address the needs of street locations," he explained. "Specifically, we established a U.S. corporation a few months ago—the Sega Technological Institute—to focus on creating particular products for the street operator. We realize the financial upside associated with these efforts. It presents significant volume opportunities for the factory, because the street locations comprise a large market."



John Barone, SNK

Barone, the vice president of sales for SNK Corp. of America, says his company designs a game more with the audience in mind than the location where it'll end up.

"SNK, like many manufacturers, seems to develop games for success in the arcades," he said. "Some of them, though, do well in street locations as well. But to date, we haven't sat down and designed a game for the adult bar locations. It's been a matter of designing for the audience, which is a younger age group that migrates primarily to arcades and convenience stores.

"Also, you have to consider the size of the piece and its cost," Barone continued. "For example, *Beast Busters* is essentially a novelty piece; it's a three-player gun game. There are constraints which make it prohibitive for most non-arcade locations."

Asking what makes a good street piece, Barone says, depends on whose perspective you're talking about, the player or the operator. "Speaking for the operator, he naturally wants equipment that's high-earning, but it should be acceptable to a wide range of age groups, not just young versus adult.

"Manufacturers have to give street operators affordability. A lack of it is what keeps a lot of pieces from ever seeing the light of day in street locations. So many games, unfortunately, are cost-prohibitive. These operators need more kits. Besides that, they hope for longevity and good ROI."

However, Barone thinks that many of the street operators who've complained had tavern locations where video poker machines are now illegal.

"It's been hard for us to compete with the gray market, in terms of coming out with a street piece that could match the earnings of a good video poker machine," he said. "A lot of guys earned big money from them. Street operators in states where pokers have been outlawed have had a big source of revenue taken away. I'm certainly not commenting on whether they should or shouldn't be legal. I'm only saying that these operators have been spoiled by the money video pokers brought in. Many expect video games to produce the same amounts of money."

Street operators of all types can look to SNK for a new wave of games that are not only technologically advanced, but also affordable, Barone says.

"For the '90s, SNK is looking to not only appeal to the younger players, but to also captivate the adult audience," he said. "We're going to do this with greatly enhanced graphics and sound. Instead of the usual computerized-sounding voice you're used to from video, our games will feature sound that's as clear as you and I speaking over the telephone. They will have three-times the memory of past SNK games at one-third the cost.

"We feel this will show our commitment to the tavern operator, the convenience store operator, and operators with single or multiple arcades," Barone concluded. "The players in all of these locations will find the games appealing, not just those in a select market. This new generation of video game will be revealed to everyone at the ACME show in Chicago."

Distributor outlook

We've heard from some manufacturers, but how about "the middle man," the distributor? A disgruntled, non-purchasing street operator is bad for business; product acceptance is just as important to the distributor as the operator.

Betson Pacific branch manager Ron Carrara says 70 percent of his clientele are street operators. Of that 70 percent, roughly 55 percent operate in convenience stores; 15 percent have tavern locations.

"My geographic area includes the Bay area, northern California, northern Nevada, and part of Arizona and the Hawaiian Islands," he said. "The small street operator will always be there. They are the backbone of our business. In our area, I think we've seen maximum growth as far as arcades are concerned. This is due to the counties being less willing to issue licenses for arcades. Also, most arcades out here are part of large chains. There are few independent arcades, unlike in New York City, where 15 independent arcade operators might be clustered together and fighting for the same coin."

Carrara is of the opinion that manufacturers, realizing the large market that street operators comprise, will begin offering more product with their needs in mind. One—Atari Games—has already begun.

"One of their new games, *Klax*, is available in a cabaret cabinet, which addresses the needs of that market with small locations," he said. "I think this is the first time a manufacturer has come up with a cabaret cabinet in seven or eight years. I expect more manufacturers to make games that take the street operator into account. Factories will always have to manufacture equipment that's good for street operators and their space limitations."

According to Bill Kraft, vice president of marketing for Shaffer Distributing, the vast majority of operators in Ohio are street operators. Most of them have bar locations, and, to a lesser extent, bowling alleys. Convenience stores are not as prevalent in Ohio as they are in Texas and California, he says.

Kraft sees the '90s as a period of relative stability for street operators in Ohio.

Proven Performance

Vend-a-Snack

Love Tester

Gypsy

Bio-rhythm

Multivend

See us At Booth # 3001 ACME

MAYONI Attracts Profits Like No Other

Ziggi the Clown

Mini Pinball

Impulse Machines

3 Machine Pedestal

Compu-Scale

For more information contact:
Mayoni Enterprises
10340 Glenoaks Blvd.
Pacoima, CA 91331
(800) 345-1183 • (818) 899-2488
FAX: (818) 899-0152

Mayoni Enterprises

"We're basically a jukebox and pool table environment here," he said. "In assessing our territory, I conclude that the street operators will continue to be around in roughly the same numbers, operating consistent earners like pool tables and CD jukeboxes. I don't forsee a lot of street operators going out of business, nor do I forsee many new ones entering the industry. Also, as far as equipment is concerned, I predict that darts will experience tremendous growth. Darts are a traditional street product. There hasn't been an explosion yet, but it is on the verge."

It sounds like a broken record, but what street operators want is quite simple: good game product at reasonable, affordable prices, Kraft says. "One complaint I've gotten is that pinball costs are out of sight," he concluded. "Street operators are now only buying them on a need basis, not as a great investment vehicle. Jukeboxes and pool tables—the traditional pieces—have proven to be better investments."

About 75 percent of Charles Stutz's clients in the Tennessee market are street operators. Only 22 or 23 customers have game rooms; the rest have street locations.

Atari Games' *Klax*

"My market is unique in that the video pokers used by the street operators have been outlawed," said the manager of Brady Distributing's Chattanooga office. "I think this will reduce the number of street operators that can make it. They depended on pokers for 35 to 40 percent of their business. We're in the process of trying to have the law changed. If it isn't corrected, the number of street operators will drop 50 percent in a year's time."

On a national scope, Stutz, like Kraft, predicts little volatility throughout the decade. "I think things should remain stable for street operators as a whole. I do expect the number of arcade operators to decrease, due to the proliferation of home games. Those game rooms that aren't part of an arcade chain will suffer, in my opinion. Home games won't put street operators out of business. They may be hurt to an extent, but they will survive." □

CONTRACT MANUFACTURING SERVICES

• Wire Harnesses • Sub Assemblies • Design Work • Complete Game Assembly • Universal 19" & 25" Video System Cabinets • Kit Installation •

GRAND PRODUCTS, INC.

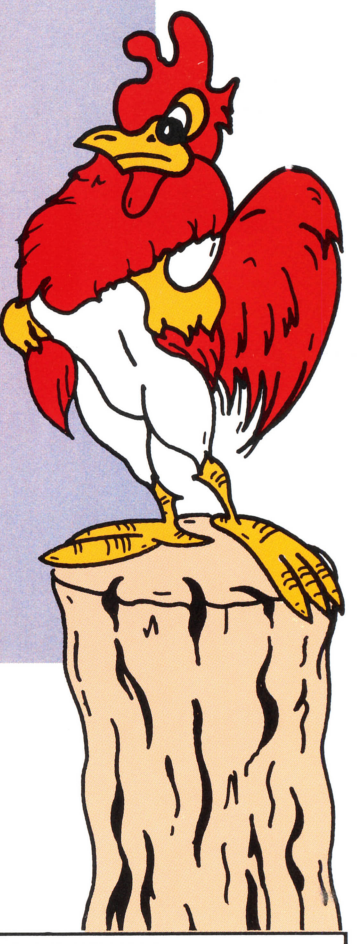
425 MEYER ROAD
BENSENVILLE, ILLINOIS 60106
(708) 766-8282 Fax: 708-766-6688

Our years of manufacturing experience can build your next game better. Inquiries invited.

Roosta Shoota

- 100% skill shooter
- Ticket dispenser
- Illuminated rotating timer
- Realistic sound effects

A NOVELTY SHOOTER THATS DIFFERENT



- Width 30½″
- Depth 42½″
- Height 72″

Imported Exclusively by:

COASTAL AMUSEMENT DISTRIBUTORS, INC.

601 Prospect St., Lakewood, N.J. 08701 • 201-905-6662
Telex: 132168 • Fax: 201-363-6329

LOCAL DISTRIBUTOR:

Bonnie Theard

Walt Hampshire

Few individuals are as open and candid as Walt Hampshire, a Tennessee street operator with eight years of coin-op experience under his belt. Walt's first love is videos but his route, which totals over 900 pieces of equipment, includes pool tables, jukeboxes, pinball, air hockey, fussball, darts, basketball, and novelties. He and his wife Nancy and sons Jack (20) and Adam (18) reside in Sparta, Tenn., population 19,000. Walt's locations span the entire countryside of Tennessee and neighboring Kentucky. His company is Video Games Plus.

Self-described as someone who has this industry "in the blood," Walt operates a true family business: Nancy keeps the company books, Jack manages the Knoxville, Tenn., locations, and Adam works after high school classes. Recognizing that "this business isn't for everyone," Walt offered his sons the opportunity to work for him for a full year after high school to see if they enjoyed the business. Although growing up around coin-op doesn't assure a fondness for it, thusfar both Jack and Adam are sincerely interested in a coin-op career.

Walt credits Nancy with giving him the loving support he needs in this hectic business, saying, "She's worth more than anyone I could ever have on my payroll. She's always right there for me."

During the interview, one story unfolded that gives a clue to Walt's priorities. A bar location he was setting wanted a jukebox and a pool table. The location told Walt that the last two operators who had been there promised a brand new pool table but never delivered. Walt promised a new table in the box. While visiting a local distributor right after a state show, Walt was offered a good deal on a table that had received only minimum play at the show. Walt purchased that table, but also bought another higher-priced one "in the box" to keep his promise to the new location. It goes without saying that this location is a long-term one.

Walt started out managing a country grocery store with one video and a pool table set by a friend in the business. "The craze was on," says Walt. "It was the era of *Galaga* and *Ms. Pac Man* and I took in more money on the games than working the store. I thought it would be nice to

VALLEY

Cougar* ZD-4

COIN OPERATED POOL TABLE

See Us At "ACME '90"
March 9-11, 1990
Chicago – Hyatt Regency
Booths 2100, 2102, 2104, 2106,
2201, 2203, 2205, 2207

VALLEY
RECREATION
PRODUCTS
INC.
333 MORTON STREET, P.O. BOX 656, BAY CITY, MI 48707
(517) 892-4536 / 1-800 248-2837 / FAX (517) 892-6513

The Best gets Better! with...

*ZERO DEFECTS

Zero Defects ... all value! Thats the new Valley Cougar ZD-4. It's the operators dream because every feature, every component is selected, tested and assembled to rigid inspection standards to be trouble free. More than ever, you can rely on Valley for quality and value. That's the Valley difference ... **Count on it!**

NEW FEATURES

- Redesigned coin chute housing
- All-plywood cabinet
- New compression spring counter arm
- New color – durable Classic Mahogany
- New heavy-duty coin mechanism

plus ...

The other "Tavern-Tested" features that keep Valley in first place.

From production through performance, Valley builds with the operator in mind. This is why "Valley Value" is **still** the **surest** thing in this fast-moving industry. That's the Valley difference ... **Count on it!**

diversify and get into the game business.''

Instead of having to find locations, people were calling him at the rate of two to three times a week saying they wanted the equipment. ''We got bigger and bigger and then it tapered off. We then entered the laundromat business, still keeping a small number of games. When you live in a small town it's hard to make a living at only one thing, so you try to get two or three different interests.''

In 1986 Walt decided to go full service and get into the coin-op business all the way, taking ''the headaches with the cream, and hoping for more good times than bad ones.'' Walt never really got out of the business, going from 61 games down to 19 at one point. If he ever retires, he says he knows he will have at least one game around the house.

What are the particular problems facing a small town operator?

You have to look at the opportunities right around you. My first good break came in obtaining a major truck stop location. Through that one we got several more. Truck stops are pretty good locations because the truck drivers are limited as to the number of things they can do while they're waiting. They can watch only so much TV, read so much, eat so much. Usually that gives them time for the games. There's a vast range of income to be gained at truck stops, from the low to the high.

''The harder times get the more you have to rotate. The more a game moves, the more it falls apart.''

If you get a truck stop location, you don't want to run out and buy a bunch of new games thinking you're going to do $800-$1,000 a week because that's not always the case. I based my knowledge on the first good one; then for the next four I figured my worst week, took 20 percent off, and went out and bought games according to that figure. Out of the four I got, two were decent and two were real poor. What resulted in that case is I overbought for my locations. This is something you have to be really careful about.

We have a *Ms. Pac Man* still on location that will do about $80 a week. It's a machine worth somewhere around $350. That's good money for a clean, second-issue run dedicated game. Now you can come off of that into a $4,000-$6,000 piece very easily that will only do double that. You really have to watch your profit ratio. We try to be fair and give the games a chance to prove themselves.

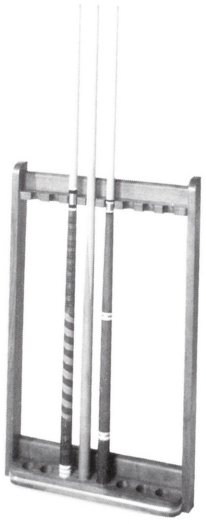
What is the makeup of your present route?

We've got country stores, truck stops,

Cue Racks

NO CLIPS TO MAR CUES!

NO TOP HOLES TO BREAK CUES OR KNOCK OFF TIPS!



Miracuously Holds Cue In Place

Available In 6, 8 or 12 Cue Models

in oak, walnut, & mahogany finish in wall & free-standing floor units.

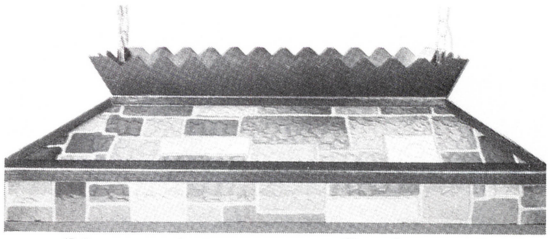
REASONABLY PRICED!

PAT. PENDING

LIGHT FIXTURES

Heavy gauge metal frames in wrought iron finish and colorful, durable plastic panels.

Engineered for long life and is available for regular ceiling hanging or 15 chain for use as a swagg light.



(May even help get you a location!)

AVAILABLE IN SEVERAL DESIGNS. COLORS & STYLES!

Can be used over pool tables, foosball, air hockey or regular light fixtures.

WRITE OR CALL FOR A COLOR BROCHURE

ALMEL INDUSTRIES

2101 W. Jackson, Suite 6 • Tupelo, MS 38801

(601) 841-1721 • (601) 728-5108

The New

NSM-LIONS

The 100 CD Galaxy HyperBeam™

The most impeccably clear, thunderously powerful music reproduction ever attained. A speed of music change over 12 times faster than anything available. And incomparable reliability.

It all adds up to cashbox increases. Dramatic increases. Give us an opportunity to prove it to you.

Call us for the name of the NSM Distributor nearest you: 312-992-2280

— See us at Booth #3121 ACME —

department store locations, fast food restaurants, and some game rooms. The majority of truck stops will make better money than street locations and country stores, so it gives us a chance to buy a better product and keep a good rotation going. A lot of people have written off these small stores; they stick one or two games in there and don't rotate for a long time.

How do you maintain your route?

In my company, we always try to go the extra mile with a little better equipment. The main thing is service; you have to get out there for service. You're at your location anywhere from 10 minutes to three hours, depending on the size and demands of the location.

With incomes being down, a lot of locations face problems that we don't see but have to be aware of, such as higher utility costs in winter and summer. They want to make money too. You want to give them good, clean equipment.

Next to service, what's most important in keeping locations happy?

Communication with locations is so important. No matter how busy you are, grab a cup of coffee or soft drink and grab a corner in which to talk about any problems. A location is like a partner. If I had a partner in any other business I would want to know what his thoughts are. If something is bothering him I want to know about it. We're open-minded and listen to our locations. The people who run the location are there every day and we're only there once a week. They know the wants and needs of their customers.

Even though video is your first love, what other equipment has been good to you?

In our case, pool play is really up, going strong. We strictly use Valley pool tables. Like a lot of other operators we had three to four different brands of tables. We sat down in the shop one day and decided to get one table so we could back one type of parts. Anytime we've had any problems with Valley equipment the company has stood behind the product and helped us out.

Wintertime is good for pool, but our pool play is good in the summertime too. We've talked more and more locations into having small tournaments. Instead of cash prizes, we prefer to give trophies. A cash prize is gone the same day or the next day, but a trophy, belt buckle, or plaque gives the players more than just a memory.

At ACME '89, (l-r): Walt, Jack, and Adam Hampshire.

We've diversified a lot. We've been into air hockey the last 18 months to two years. In game rooms with space for six pool tables, we use that area to best advantage with this mix: four 3-1/2 x 7 ft. pool tables, two 4x8 ft. pool tables, and one air hockey. This gives customers a good variety. Some people like the smaller bar-type table and some want the regulation table. Now we've captured both types of player with our mix and offset it with the air hockey. Lots of girls who can be good in pool will beat their boyfriends in air hockey. It hits the boy's ego and he wants a rematch. It's a good, clean game. Anything that's managed right is a lot of fun.

How important are jukeboxes on your route? Have you converted over to CD units?

As with pool tables, we used to have several different brands of jukeboxes. After parts inventories, you start pulling your hair out. We went with NSM jukeboxes for the ease of working on them and the variety of models from which to choose.

We are not heavy into jukeboxes. We've got a number of small locations where our jukeboxes don't bring in high revenues, so we've stayed with vinyl. Some of our newer jukeboxes are CD-ready. If you look at the cost of a jukebox over a 10-year span you can better digest a lot of the prices on new units.

Does redemption figure highly in your game mix?

We run cranes, ball bowlers, and coin pushers. A company right here in Tennessee, Sport-Crave of Gatlinburg, has a single quarter pusher called the *Motherlode* that has done well for us in some of our truck stop locations. In the state of Tennessee we have to give a ticket with each quarter play. By giving a ticket, when the quarters drop off, that's considered a bonus. Customers get tickets and can save them up for merchandise.

How do you make money when you give items away? The prizes are purchased at wholesale and the markup is at retail. If these games are done right, and if operators don't get carried away and put a 25-cent item out there and want 200 tickets for it, players will get fair value. You've got to be fair with your merchandise. If not, you get into the same old thing cranes have been fighting for years. Some of them are tightened up so much no one can win anything.

State officials and county officials will work with you. But they want to know that people aren't being ripped-off. We've tapered off on cranes and run mostly single

units. We can accommodate a location that wants a double or triple by bolting several singles together.

Do you think the coin-op industry has an image problem?

Unfortunately, we have a cloud hanging over this business. When you say "pool tables," the first thing a lot of older people think is that the location is a place they don't want their sons to frequent, much less their daughters.

What can operators do to counteract this image?

What we've done is be sure our game rooms are fully-lit. Mom and Dad can drive up and see their youngsters having a good time. Game rooms are one of the most inexpensive baby sitters that parents can ever get. We run family-style game rooms. We've had very few problems. If we come across any troublemakers, we talk to them and tell them if they conduct themselves poorly we'd rather not have them come in.

Work with the schools and churches. Don't open up on Sunday mornings when church services are in progress. If the schools are closed, open up early; otherwise not until 2:30. The young school person who comes during school hours should be refused play. Take the time to explain your rules to the kids. It's a good idea to dedicate one wall of your game room to the local schools. Hang pennants for the bulldogs, eagles, tigers, or other mascots.

Think about the less fortunate; give back to the community. Acts of charity pay for themselves in many ways. As an example, in our area we annually sponsor a day of "free play" for underprivileged children at one of our game room locations. The rewards are not financial, but you can't put a price on the feeling you get when you see a child smile.

We also sponsor anti-drug VCR tapes produced in terms a child can understand. These are made available to schools in the area. We've also loaned games to local fairs with all the proceeds going to a worthy organization. There are so many takers in this world; we have to give back.

Are you on good terms with other operators in your area?

Operators should work together. I'm fortunate to have met some real good operators. There are three or four of us who work with each other. We don't try to roll anyone else's location. If a location asks me to take over because they are unhappy with their present operator, I first call that operator. He may tell me 1) he can't provide the equipment the location wants, 2) he'll pick up for me to set it, or 3) he'll come down to talk with me. We don't need any battles between operators. We should all work together.

"Quality goes all the way down to parts as small as washers and screws. I would rather pay $25 more for quality parts than have to worry later about how well the game will hold up."

Do you set every location that asks?

Some locations are better to "pass" on because of distance, the high cost of maintenance, or other problems. We average one call every two weeks for locations that we do not set. We want to stay the size we are at present. There's only so much you and your men can do.

In the old days, as soon as you got a phone call you'd run out and set it because there were so many people in the business that you might not get another phone call for three or four months. We can't keep everyone happy. If a company takes on more than it can handle, what happens is that you could start slipping up on service with the locations that have been good to you like family.

Everyone would like a larger split. What is your commission arrangement right now?

We are at 50/50. It's hard to make it on that split when you consider the product pricing. Everyone's dream is to go to 60 percent for the operator and 40 percent for the location. It would help pay for higher-priced equipment. But if you have locations now that have trouble making the 50/50 split, you're going to wind up forcing someone out of business. Many locations couldn't survive at 40 percent.

Can your area support higher prices per play?

Not really. If we can keep our games set at 25 cents or 50 cents we can get better play out of them. Some of the more expensive sit-down games come in set at 75 cents or $1. We feel it's hard to get more than 50 cents. Tourist locations are different. They have a peak operating time of four to six months and they can get $1 play because there are different people coming in. People on vacation generally set aside a certain amount of money to spend and wind up spending it. In a regular stop, a week-to-week stop, it's hard to get that amount.

Even in a good truck stop, about 90 percent of truckers are repeat customers. That's the trucker's home; he knows everyone inside. A game room in a truck stop is just like a game room on the street. Our most expensive game is set at 50 cents in any truck stop. We talked the truck stops

WANTED TO BUY

USED **MERIT** BOARDS

1-800-448-2743

into letting us put in sit-down videos. These were not popular before because of size.

We tried one pinball on 50-cent play for two weeks and came back down to a quarter. We have to condition people to higher prices per play. Customers don't realize the amount of money it takes to operate machines and keep them going.

Take a youngster, say a 12-year-old. If he comes in and the games are 50 cents per play he will be in and out so fast it hurts him. The teenager of driving age has a little more money to spend. He figures he has $20 and wants to go to a movie, get a hamburger, and stop for a game of pool or a few videos. He may be paying for his girlfriend too.

It's easy to get 50 cents for air hockey because two people play at once. One person can play pool alone. A lot of our pool tables are set at 50 cents, but many are at 25 cents. When we come into a location with a brand new pool table in a box it has a "vertical four" or "vertical five" setting, meaning play can go up to four or five quarters per game. I'll show this to a location as an example of what the pool table manufacturers are telling us we should get. It is their location, however, and we follow their wishes.

We try to be fair. Some games set on 50 cents do very well and we can hold it there. If we put a machine out on 50 cents and it halves, two-thirds, or fully pays for itself, we don't hold to the higher price. We give the players a break and drop it to a quarter because, at that point in time, you are down the road far enough that the machine has made you the money it promised.

What can operators do to improve their own lot?

Operators should find a way to make the major trade shows where they can take in the seminars and make use of the contacts. It's all right there in a matter of three or four days. If you really want to do it right, go a day before or stay one more day to talk with other operators and find out what they face in their areas. Shows are also a good place to meet the manufacturers in person to discuss problems in a businesslike manner.

What are some of the biggest problems for the street operator?

When it comes to equipment, we want plywood cabinets instead of particle board cabinets. It's like building a nice house that won't hold together. We use covered trucks and pickups, but sooner or later a game is going to get wet no matter what.

As good as the manufacturers are in a lot of ways, especially in research and development, they could do a few things for street operators. Number one, they don't realize how nice it is to open up a front coin door and adjust the volume instead of having to scoot that machine away from the wall. Number two, a plywood cabinet is preferred over a particle board cabinet any day.

Nintendo built strong cabinets back in the *Donkey Kong* and *Popeye* days; the corners hold up better than the cabinets of today. We can go out and buy a machine for $3,000 and the first week the whole overlay pulls apart. We have had games come in with the teeterboard cracked all the way across, right out of the box. This doesn't happen with plywood.

Not all of the older cabinets are good because a number of them had open backs where someone could reach in and access the coinbox. The technology is good. A lot of coin boxes are separated from the coin entries and a lot of coin boxes are blocked off altogether. These are all improvements that we really appreciate. But if you spend $2,200 and up per game, it shouldn't be built out of material that won't hold up.

The harder times get, the more you have to rotate. The more a game moves, the more it falls apart. Even though a lot of operators are a bit mad at Nintendo, we've got to give them credit for building one of the best cabinets out there. Nintendo has taken a pretty hard hit, right on the nose. But in locations where space is limited, the *Play Choice-10* is ideal.

Are videos down right now?

Some people I've talked to say they are down to 60 percent of what they normally take in. We're not down to anything like that, but we are off 15 to 20 percent of where we were at the same time last year. I've talked to some who say if it drops as much next year they'll be out of business.

Thankfully for us, pool tables and our other equipment help when videos are down. Even though we do have the home market problem with the same people who sell to us, Mom and Dad can rent or buy a game cartridge to take home but will never duplicate the environment of a good game room. And if that game room is run cleanly Mom and Dad won't have any problems with it.

"A location is like a partner. If I had a partner in any other business I would want to know what his thoughts are. If something is bothering him I want to know about it."

Many homes have home video units but no pool table, air hockey, fussball, darts, or bowlers. These are things you have to go out to play. This industry is in no way dead. We can't just look at one phase, video. Unfortunately, it's a very expensive phase.

What are your feelings on video pokers?

I'm not in love with video pokers. But at the same time you have to think about your locations; some are asking for them. If regular videos do not pick up there will be more demand for video pokers. Video pokers don't all make the money you hear about. No one hears about the ones that do $40 a week.

I believe there is a time and place for everything. Players should be 18 years or older to play. The machines have to be used with good supervision.

To be fair, anyone who makes a side bet on a game, such as playing low score for a soft drink, is breaking the law. States fail to realize that video pokers make money for locations and help keep them in business. Taxes come back to the state. Sales tax is collected in pennies at a time but is paid back to the state in one check. Games make a big difference in the

The Earnings Are Out Of This World!

ALIENS™

★ 2-Player Interactive
★ Horizontal Monitor
★ Buy-in & Continuation Features

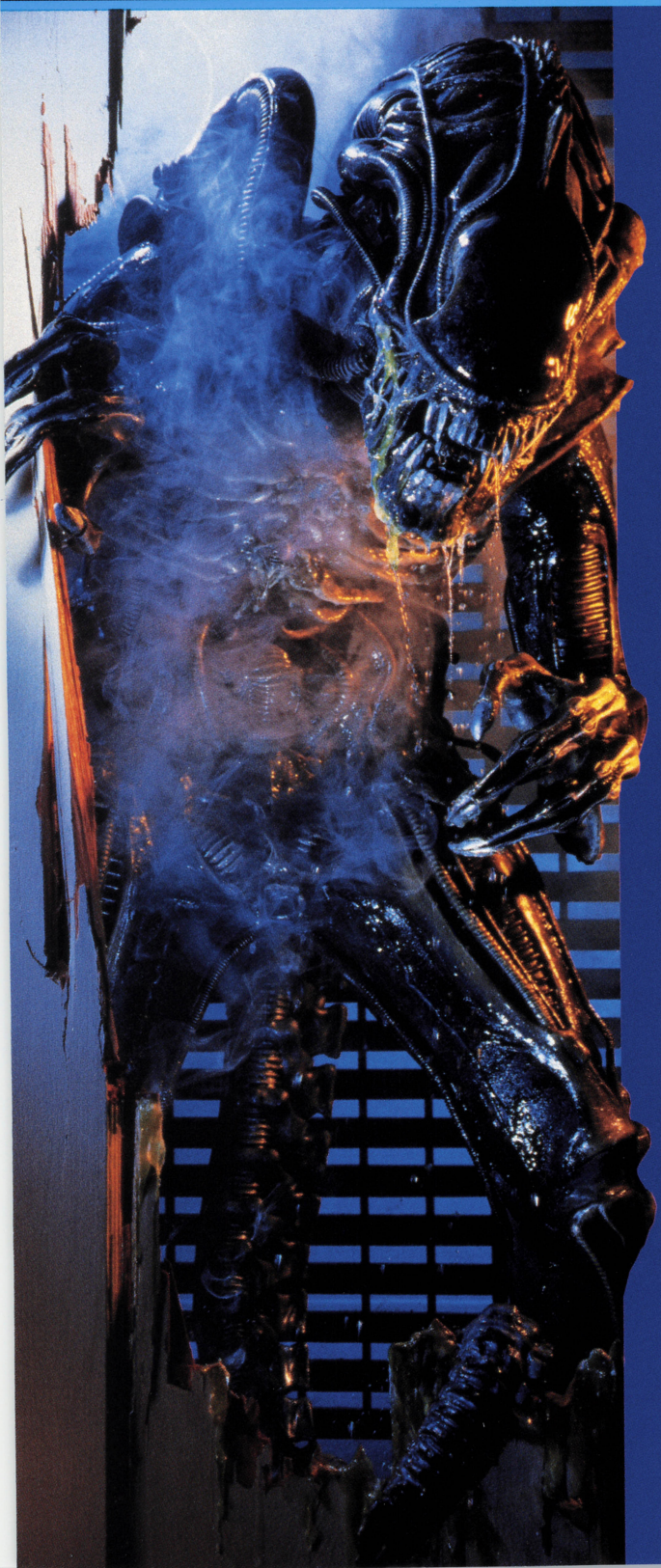
KONAMI®

KONAMI INC. • 900 Deerfield Parkway • Buffalo Grove, IL 60089-4510
Phone: (312) 215-5100 • FAX: (312) 215-5144 • Telex: 6871385 KONAMI UW

ALIENS™©1986,1990 Twentieth Century Fox Film Corporation
All Rights Reserved.

Licensed to Konami Industry Co., Ltd.
KONAMI is a trademark of Konami Industry Co., Ltd.
©1990 Konami Inc. All rights reserved.

ALIENS™



2-Player Interactive
Horizontal Monitor
Buy-in & Continuation Features

Player's Controls Are:

1 8-way Joystick
2 Buttons: Shoot 1 Shoot 2

From the silver screen to the playing screen comes ALIENS, the spine-tingling space adventure. Join the crew as they battle menacing alien life forms in yet another daring rescue mission.

Fifty-seven years have passed since the last confrontation with the aliens. The universe was safe—at least everyone thought so. However, the nightmare is just about to begin . . . again. At the abandoned space settlement on LV426 Acheron, an alien breeding ground has been detected. You are sent as part of the special task force to destroy this deadly alien haven before it gets too far out of control. This time it's war!

Upon arrival at LV426 Acheron, the magnitude of the threat sinks in. The settlement is overrun with aliens, and you are expected to eliminate every one of them. The mission takes you through airways, elevators, underground waterways, and tunnel systems within the space colony. Along the way, you will encounter a multitude of species of alien creatures.

The situation gets worse, so you must get tougher. In addition to fighting the existing aliens, there are also incubation rooms and hatching grounds everywhere. You must dodge fatal electric shock waves, barricades, steam blasts, and dripping doses of alien acid in pursuit of your goal. The task of blowing away the aliens is aided with the use of such power weapons as missiles, triple bullets, flamethrowers, three-way shots, and bombs.

You proceed into the mother alien's lair, where she is hatching her larvae. After destroying her, you believe the mission is accomplished, and settle into the space ship for the long journey home. However, you soon realize that there is one more alien—and it's in your ship. In the last, most desperate fight, the fate of the universe depends on you. Will the alien win, and come back to your colony to wipe out all human life, or can you emerge victorious, destroying the alien and blasting its remains into outer space?

KONAMI®

livelihood of many taxpayers. The best thing that can be done is for the states to work with us. If the states owned video pokers you wouldn't hear anything about them.

Considering the types of location you have, what do you think makes a good street piece?

If you study a trade show, look for games that people are playing. I mean Mom and Dad, grandparents, kids (boys and girls). When I walk through the booths, if I see a lot of the company representatives playing their own games, I make a note of it. I don't write the piece off, I just make a note.

What I'm looking for is a machine that people are waiting to get on. There are a few tricks to this. You have to consider booth location, size, and number of games on display. You have to watch what you're looking at.

One thing that's hurt us in some street locations is the size and weight of machines. Particle board cabinets are very heavy. When moved, such a cabinet is liable to crack more than one of plywood. We're fortunate enough to have the right equipment to move these heavier pieces, and we still find it hard for one or two people to move those units that weigh 250-350 pounds and up. Some machines are top-heavy or nose-heavy.

If a game room asks us about requirements for a location, we always recommend a physical plant that's as open as possible with two double doors, an oversized delivery door, or a garage door.

How important are your distributors?

A lot of street operators would like to buy direct. I'm a firm believer in the chain of command. I think the manufacturers are trying to do the best they can, even though I do have a few gripes. I think they should go through a distributor.

If you try to go back to the manufacturer with a problem, he's going to say, "Who are you?" The distributor does get a markup, although not as high as I once thought. Your distributor gets to know you on a one-to-one basis. We work with four or five different distributors on different items we need. We've been happy with Kentucky Coin, Sammons-Pennington, Brady Distributing (Chattanooga), and Birmingham Vending.

What are your present concerns about the industry?

In the last 60-90 days there haven't been a lot of hot games out there for us. What scares me a little is the fast ratio that we're getting back to—no sooner than we buy one game, there are three or four more new ones coming out. Some games start slower than others and take 3-5 weeks for people to get used to because they are a little hard or different. Some pieces need time to catch on.

Manufacturers are spending so much on research and development that they are trying to save money in other areas. That may be why we are getting particle board cabinets. Quality goes all the way down to parts as small as washers and screws. We have sometimes had to reset monitors inside a cabinet ourselves to be sure they were secure. I'd rather pay $25 more for quality parts than have to worry later about how well the game will hold up.

The development of the machines is well worth the money. I think what the manufacturers are missing are the things they could do for us that save us time. It also hurts operators when a manufacturer makes a promise such as saying a game will come out only as a sit-down unit. The operator then sells the location on a unique game only to find out later that the manufacturer has decided to come out with an upright version. The upright may appear down the street from our location. Then the location thinks we lied.

Another problem is chip updates. If the operator has supported a manufacturer over the years, he should not have to pay for chip updates. When chips are offered on an exchange basis, manufacturers give us a relatively short time to get the change-out accomplished.

Operators are trying to make bank payments and keep their locations happy. Anything the manufacturers can do to help the operators will come back to them in future sales. Many games we bought in good faith are not making good money. Don't forget about us in the field—it's pretty rough out there on the road. □

See us at
Booth #4011
ACME

ANY AND ALL DARTS AND DART PARTS.

- COMPLETE SETS
- FLIGHTS
- SHAFTS
- BARRELS
- TIPS
- WALLETS, PINS, PATCHES, ETC.

GREAT LAKES DARTS DISTRIBUTOR

4454 S 108th Street
Greenfield, Wisconsin 53228
In Wisconsin, 414-425-7287
Out of State 1-800-225-7593
FAX 414-425-2598

Denise Osburn

Build your business with contests & tournaments

Why do people come to your arcade and feed their quarters into your machines? What is so appealing about playing video and pinball games? Perhaps it is the age-old spirit of competition: the desire to win, to score higher, to be the best. A big part of the fun of games is winning, whether it is earning the right to put your initials in the list of top scores or winning tickets to be redeemed for prizes.

You can tap into this spirit for profit and publicity by holding contests and tournaments in your locations. Contests are great business builders. They benefit your business not only by the additional profit they bring in, but by increasing publicity and goodwill. Getting the maximum benefits from contests means carefully planning the promotion and advertising of the contest—both before and after the event.

Imprinted T-shirts and buttons like these, featuring *Gauntlet*, keep your name before the public.

Pre-contest promotion

Promoting your contest includes both paid advertising and free advertising (publicity). The best promotions take advantage of both. You must be willing to spend some money advertising the contest if you want it to be successful. Likewise, you must also be willing to spend some time seeking and creating publicity for the event.

Paid advertising may include placing ads in the local papers, spots on radio and television, and direct mail advertisements. The more people that hear and read about the contest, the greater the response will be, and the better publicity you will generate.

Publicity is often referred to as "free" advertising. It may be less expensive, but it is not necessarily free—it will cost you both time and effort. Publicity for the contest can be fairly easy to generate, since the contest itself is newsworthy.

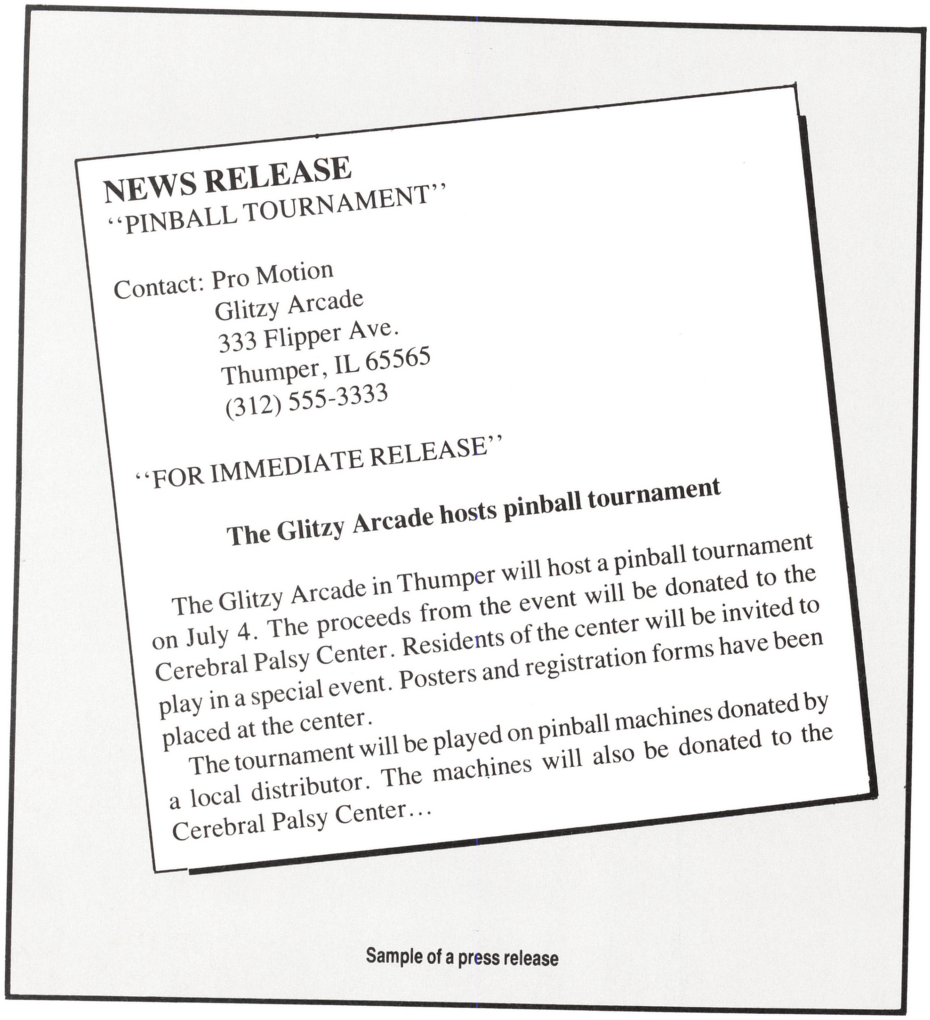
Send press releases to the local media explaining the contest. Be sure your releases give the editor valid reasons why this "news" is important and of interest to the readers. Include anything unusual or interesting or different. It could be centered on a game that is the latest fad or an unusual prize being offered. Another aspect that can make a contest newsworthy is the entrants: 50-year-olds and over, contestants selected from area schools based on essays they wrote on "My Favorite Video Game," or entrants in mother/daughter or father/son pairs.

Don't be intimidated if you haven't written a press release before. The format is simple. At the top, left-hand side of the paper, type one or two words which summarize the release; for example, "Pinball Tournament." A few spaces below that, type your name, the arcade's name, ad-

WE ARE READY FOR THE 90'S, ARE YOU?

CRANEABLES

1 800 332-2431



NEWS RELEASE
"PINBALL TOURNAMENT"

Contact: Pro Motion
Glitzy Arcade
333 Flipper Ave.
Thumper, IL 65565
(312) 555-3333

"FOR IMMEDIATE RELEASE"

The Glitzy Arcade hosts pinball tournament

The Glitzy Arcade in Thumper will host a pinball tournament on July 4. The proceeds from the event will be donated to the Cerebral Palsy Center. Residents of the center will be invited to play in a special event. Posters and registration forms have been placed at the center.

The tournament will be played on pinball machines donated by a local distributor. The machines will also be donated to the Cerebral Palsy Center...

Sample of a press release

dress, and phone number. Skip a line and type the release line. If you are only sending the release to one newspaper, write "Exclusive to the Weekly Gazette" (substituting the name of the paper). Underneath the release line, type the release date. For pre-contest and post contest publicity, you will want it printed as soon as possible, so type, "For immediate release."

Leave a few blank lines before beginning the "body"—the text of the release. Place the most important information in the first paragraph. This will probably be the date of the contest, where it will be held, who can enter, and how to enter. If there is something special or unique about this contest, you may want to place it at the beginning, followed by the who-what-where information. For example, if a local celebrity will be present at the contest, put this information in the first sentence.

The following paragraphs will include other information such as the history: "This is the twelfth year that Circus Land Games has held a pinball tournament." Include any distinguishing information. If part of the proceeds is earmarked for charity, be sure to mention this.

At the bottom of the page type "###" to indicate the end of the release. Rarely should a press release be longer than one page. If it has to be longer, for example, to list all of the names of the winners, type "-more-" at the bottom of the first page and "Pinball Tournament—2" (or whatever description topped page one) on the top, right-hand corner of page two.

When planning your advertising and publicity, don't forget the in-house promotions. Have contest posters printed and hang them around the game room. Pass out flyers to patrons. Set up a window display showing the prizes to be won.

Post contest promotion

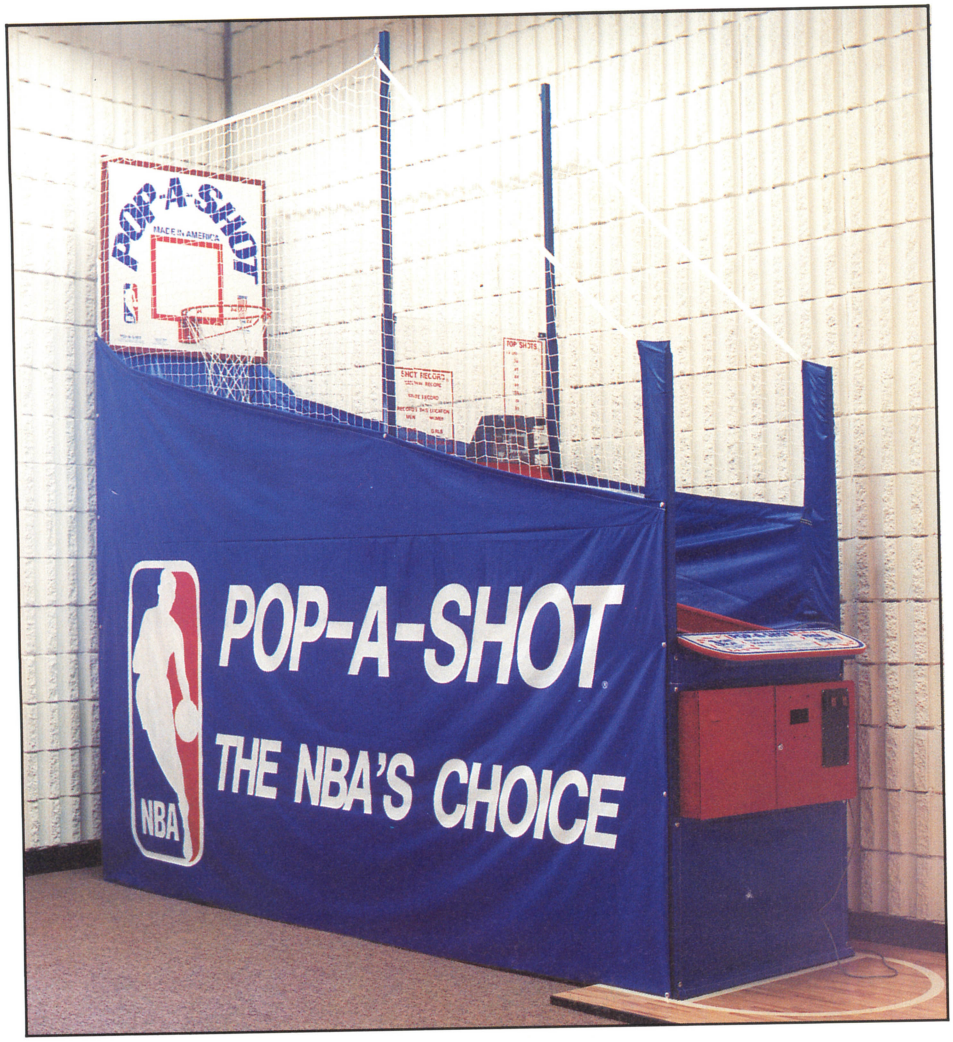
The publicity benefits of the contest don't stop when the contest ends. You can continue reaping the promotional benefits of holding a tournament in your arcade for a long time after the event is over.

The majority of post-contest promotion is in the form of publicity, but you may consider placing paid advertisement in the local paper announcing the winners and their prizes. If you advertise in the paper on a regular schedule, you can simply substitute this ad for the one you would regularly have run. The cost of this small announcement can come back to you several-fold in the goodwill it builds with the contest winners and their families.

"Getting the maximum benefits from contests means carefully planning the promotion and advertising of the contest—both before and after the event."

Aside from this, the majority of the post-contest promotion is "free" publicity. Send out news releases with winners' names and what they have won. A real plus here is to include photos of the winners. Have a camera with black and white film to capture the winner accepting his prize or playing the winning round. Avoid "line-up" shots—all the winners in a row in front of your arcade. These are less interesting and less likely to get printed than action shots.

Continue your in-house promotions by posting the winners and their pictures in your location. Another way you can increase publicity is by giving away T-shirts and other items imprinted with your location's name and logo. For example, you might give all of the winning contestants imprinted T-shirts. Or give all the contestants a smaller imprinted item, such as in imprinted glass or pillow toy. These items continue to promote your business long after the contest is over. □



POP-A-SHOT

WELCOMES

- ★ A New Decade
- ★ A New Program
- ★ New Competitive Pricing
- ★ New Features

- PROVEN ELECTRONICS WITH NEW DIAGNOSTIC AIDS
- STEEL CONSTRUCTION ADJUSTABLE 8′ - 9′ - 10′
- PROVEN PERFORMANCE
- PROVEN AFTER SALES SERVICE
- EASY SETUP

OPTIONS:

- BILL ACCEPTOR
- TICKET DISPENSER
- DOME COVER
- SKIRTING/FLOORING
- FULL RANGE OF PROMOTIONAL ACCESSORIES

NEW DISTRIBUTION POLICY

Allows inquiries from all sources to apply for

DIRECT PURCHASE

Join the official **POP-A-SHOT Club.**

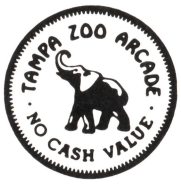
For information on the original / NBA / Basketball Hall of Fame Electronic Basketball games,

contact: **POP-A-SHOT, INC.**

P.O. BOX 1073 • SALINA, KANSAS 67402-1073

Phone: **(913) 827-6229** • Fax: 913-827-6336

TOKENS



Call or write for complete information

VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON, KY 40555
(606) 231-7100

If you want to

EXPAND

your business,

this is the place to start.

PLAY METER (504) 488-7003

Display ads: Ron Kogos
Classified ads: Carol Lea LeBell

Darters converge in Wisconsin for tourney

On Dec. 28-29, 1989, Madison Coin Machine and Valley Recreation Products staged the Mad-City Holiday Dart Classic, held at Classics in Madison, Wis. Three-hundred-and-seventeen players competed in 10 events for over $4,000 in cash and prizes. The action took place on Valley's *Cougar Darts* electronic dart machines.

Here are the results from the various events:

Draw For Partners 301: 1st place: Ki Moller and Mark Scudder of Madison; 2nd place: Dave Kristal of Bay City, Mich., and Phil Miller of Chicago; 3rd place: Ron Willey and Glen Godfrey of Watertown, Wis.

Mixed Doubles 501: 1st place: Natalie Hanson of Appleton, Wis., and Kelly Schumann of Oshkosh, Wis.; 2nd place: Lynn Moller and Kelly Genter of Madison; 3rd place: Carol Wilke of Woodstock, Ill., and Joe Beecroft of Crystal Lake, Ill.

Open Singles Cricket: 1st place: Jimmy Damore of Crystal Lake, Ill.; 2nd place: Terry Brown of Indianapolis, Ind.; 3rd place: Joe Beecroft of Crystal Lake, Ill.

Women's Singles Cricket: 1st place: Kathy Perot of Peoria, Ill.; 2nd place: Natalie Hanson of Appleton, Wis.; 3rd place: Karen Zimmerman of Appleton, Wis.

Women's Doubles 301: 1st place: Natalie Hanson and Karen Zimmerman of Appleton, Wis.; 2nd place: Carol Wilke and Karen Karpavicius of Woodstock, Ill.; 3rd place: Judy Zubke and Bonnie Hayes of Oshkosh, Wis.

Open Doubles 301: 1st place: Dave Kristal of Bay City, Mich., and Terry Brown of Indianapolis, Ind.; 2nd place: Frank Laudolff and Jaime Howard of Fond du Lac, Wis.; 3rd place: Kelly Genter and Scott Schroeder of Madison.

Women's Singles 301: 1st place: Karen Zimmerman of Appleton, Wis.; 2nd place: Barb Cook of Indianapolis, Ind.; 3rd place: Karen Karpavicius of Woodstock, Ill.

Men's Singles 301: 1st place: Jimmy Damore of Crystal Lake, Ill.; 2nd place: Kevin Ryan of Indianapolis, Ind.; 3rd place: Joe Beecroft of Crystal Lake, Ill.

By coming in first in Men's and Women's 301 Singles, Jimmy Damore and Karen Zimmerman won a trip to Orlando, Fla., to compete in the 4th Annual Valley Cup tournament on March 23-24. Also making the trip will be Kelly Genter and Lynn Moller, who qualified by being the top darters in the Madison Coin Machine dart leagues for the fall '89 season.

Tournament director Ki Moller of Madison Coin Machine gave special thanks to Dave Kristal and everyone at Valley Recreation Products for sponsoring the tournament. He hoped to bring the Holiday Classic back to Madison in 1990. □

Lucky 8 Lines

*Authorized Dealer for Southeastern U.S.A.

Featuring a...

Wells Gardner 13" or 19" Monitor

Mars $1,$5,$10,$20 DBA

Full 1 Year Warranty

Lucky 89

Lucky 85

Lucky 55

Micro Manufacturing

'Your path' to the future

535 Old Nashville HWY

CALL TOLL-FREE 1-800-227-6136

IN TN (615)-793-5510

The first AOE

In March of 1980, the first Amusement Operators Expo (AOE) was held in New Orleans. Play Meter publisher Ralph Lally was on pins and needles hoping the show would be the success he had foreseen. Being the sole sponsor of the the AOE, Play Meter had gone out on a limb—alone—on this one.

Not only was it the first time a trade show was held outside of Chicago, in the springtime no less, it was the first time a show focused on education with a multitude of seminars. "Those of you that encouraged us from the beginning to sponsor a spring trade show emphatically indicated the need for a seminar program. Most of the topics for the seminar program were suggested by our readers. So in essence, this is your show," said Lally.

Lally's dream of having a trade show during the springtime and featuring educational seminars had taken two years to come true. But it was a success. Lally's dream is still alive today in the ACME show, a combination of AOE and ASI (the manufacturers' show begun in 1983).

Play Meter's Coinman in March 1980 was Illinois Coin Machine Operators Association president Kem Thom. His state association had been successful in defeating a threatening piece of legislation in the the state Senate which would have raised the per-machine assessment from $10 to $200.

Ten years ago, legislation and publicity was not very favorable towards the coin-op industry. State legislators in Illinois, for example, had read in the newspaper where the state was possibly being cheated out of countless tax dollars by businesses that worked without cash receipts. The rate hike was designed to recoup those imagined losses.

In other uncomplimentary press, William Colacurcio was convicted of racketeering and gambling charges in New Orleans. He was described as a former pinball operator. Play Meter questioned how the event would have been reported if he had owned a grocery store or a barber shop.

Universal's *Cosmic Guerilla*

In other industry news 10 years ago, Portale Automatic hosted a gathering for San Francisco Bay operators to introduce its Northern California customers to some of the new products that the company distributed; an anti-ASCAP organization was formed to make ASCAP accountable; and IJS of Fort Worth showed a display of Nichibutsu games at the AOE show, hoping to win over some of the nation's distributors.

In addition, a support group was formed by Steve Kirk in defense of pinball machines; Dave Marofske was named president of Midway Manufacturing; Stern Electronics donated eight pinballs for use in a sculpture commissioned by the National Fine Arts Committee for the Olympic Games; and Irving Kaye, Bally, and Midway also donated games for the players arcade at the Olympics in Lake Placid.

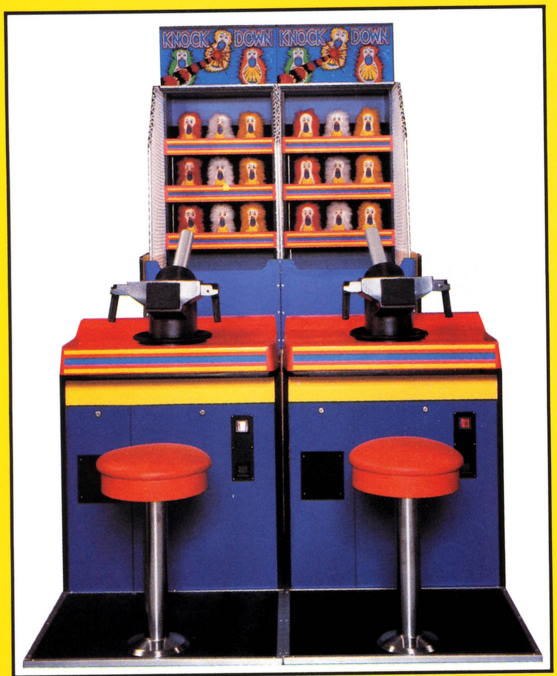
Play Meter's tongue-in-cheek article, "Mustard Artists," claimed that "Congress appears to have opened the door for royalty claims from—of all things—mustard producers." After all, if jukebox operators are forced to pay a royalty fee because they use jukeboxes for commercial use, it stands to reason that restaurants should pay a royalty fee for using mustard commercially. "All he would have to do is claim that restaurants should be paying a higher price for his product because they are using his mustard for profit. Why should the owner pay the same as a housewife who buys a jar of the stuff for home use?"

Play Meter's top tunes for March 1980 included: "Do That To Me One More Time," "Coward of the County," "Rock With You," "Crazy Little Thing Called Love," "Cruisin'," "This Is It," "Don't Do Me Like That," "Sara," "Romeo's Tune," and "Deja Vu."

The following games were featured in Play Meter's New Products section: Universal's *Cosmic Guerilla*, Bally's *Nitro Ground Shaker*, Taito's *Space Chaser*, Gottlieb's *Roller Disco*, Midway's new- and-improved *Space Invaders*, Gottlieb's *Torch*, and *Tail Gunner 2* from Exidy. □

The Hottest Tickets In Town!

KNOCKDOWN



BIG MOUTH

BOOM BALL

Aim For The Future

Ticket Redemption is the new direction in arcade entertainment—and Meltec makes the best ticket games in the industry. KNOCKDOWN, BIG MOUTH, and BOOM BALL are playable by all ages and are perfect for any Family Entertainment Center.

And the best news is—These Games Have Legs! KNOCKDOWN, BIG MOUTH, and BOOM BALL are proven winners with years of history: and the popularity just continues to grow.

So, if you think the future means buying equipment that earns big bucks, lasts for years on location, and provides fun for all ages, then call and ask for info on The Hottest Tickets In Town.

For more information see your local distributor or call: (800) 356-4777; In CA: (408) 923-1302; FAX: (408) 923-0835.

Meltec, Inc. 1550-B Las Plumas Avenue San Jose, CA 95133

Meltec inc.

This view of the famous Wrigley Building was taken looking north across the Chicago River, along North Michigan Avenue. The Tribune Tower is on the right.

Roger Sharpe

The wonders of the Windy City

For American poet Carl Sandburg, Chicago was the "City of the Big Shoulders" and the "Hog Butcher for the World." Both monikers still suit this thriving metropolis that has subsequently become an interesting amalgam of industrial growth, architectural advances, and cultural achievements. This is despite a tumultuous history filled with adversity and opportunity.

The Potawatomi Indians had been living near the little river they called the "Checagou" for many years when, in 1673, French-Canadian explorer Louis Joliet and French priest Jacques Marquette arrived at the portage. However, it wasn't until the 1770s that Jean Baptiste Point du Sable, a fur trader from New Orleans, moved up the Mississippi to the Chicago area. He established a trading post on the north bank of the Chicago River mouth. By 1779, with his business prospering, it became the center of a permanent Chicago settlement on the site where the Tribune Tower now stands.

In the fall of 1781, the Great Chicago Fire destroyed much of the city, but amazingly enough it proved to be a turning point in American history. Although it was called one of the century's worst tragedies, it led to a whole new beginning for Chicago by helping it become the world leader of modern architecture.

Practically the entire city had to be rebuilt at once, which attracted the attention of architects and engineers from around the world. The result was a breathtaking panorama of high-rise buildings, skyscrapers, and architectural wonders that exemplify the leading talents of the age.

The Museum of Science and Industry offers some 2,000 displays of exhibits that demonstrate scientific principles, technical advances, and industrial applications.

Getting around Chicago

Airports

Chicago is served by two major airports. One of the world's busiest, O'Hare International Airport is located 17 miles northwest of the Loop and is linked to downtown by the Kennedy Expressway. And, depending on traffic, the trip can take anywhere from a half-hour to more than an hour. It's the same amount of time to get downtown from Midway Airport, the city's southwest-side facility that's bounded by 55th and 63rd Streets and Central and Cicero Avenues.

Transportation

Taxis to downtown from both airports are plentiful, with fares in the $20 range from O'Hare and about $14 from Midway. Other options include leaving the driving to Continental Air Transport

buses, which have frequent schedules or sampling the city's famed "el" service. In 1984, the last leg of the Chicago Transit Authority's el line to O'Hare was completed, providing a convenient 40 minute train ride downtown. There are also any number of limousine services to choose from for those wanting a more luxurious alternative.

Architectural digest

Since the late 1800s, Chicago has dominated the American architectural landscape with new styles and construction techniques. Much of this pioneering influence began after the Great Chicago Fire of 1871. Spectacular works arose from this tragedy; they formed the foundation of what came to be known as the "Chicago school" of architectural design. The leading proponents were such notable talents as William Le Baron Jenney, Daniel Burnham, and Louis Sullivan. Together, they helped to rebuild the city.

The great development from this period was the skyscraper, which combined innovative technology with a new aesthetic quality that forever changed the course of architectural design. In 1884, Jenney designed the world's first skyscraper, the 10-story Home Insurance Building in downtown Chicago. Others quickly followed, including the Reliance Building at State and Washington Streets, which was designed by Charles B. Atwood of D.H. Burnham and Co.

John W. Root and Burnham teamed up to create the boldly graceful Rookery Building at LaSalle and Adams Streets, while Jenney brought the world the massive Sears, Roebuck and Co. store at State and Van Buren. Another masterpiece of the Chicago school was the Carson Pirie Scott and Co. Building on the corner of State and Madison Streets. It proved to be the last major building designed by Louis Sullivan.

Chicagoans often meet "under the clock" at Marshall Field & Company on world-famous State Street.

PN 95 VENDORS

THE BEST FOR LESS!!

SAMPLE $25.00

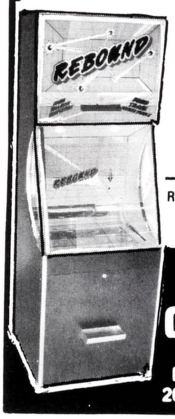
A &A COMPANY
PM 1930 GREENSPRING DRIVE
TIMONIUM, MARYLAND 21093-0277
301-252-1020 OR 1-800-638-6000

WE DID IT AGAIN!
ART WARNER & WYLIE IRWIN OF COIN CONCEPTS, INC.

With New Winners

Your One Stop for Redemption Equipment

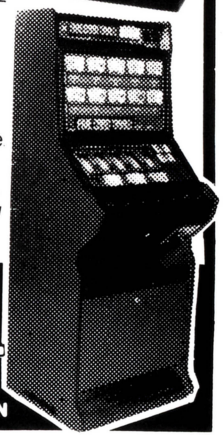
BODY MATCH • NEW YORK, NEW YORK



- Crompton Riviera-Silver Splash Pushers
- The New Mating Game
- Belgium Jumbo & Carrousel Crane
- Love Meter • Power House

Belgium Crane parts and Crompton parts in stock.

REBOUND 5 CARD DRAW



Coin Concepts, Inc.
12 EDGEBORO ROAD, UNIT 4
EAST BRUNSWICK, N.J. 08816
201-390-9009 • 1-800-462-COIN

THE SUPERMARKET OF PLUSH!

HUGE SELECTION & THE LOWEST PRICES!

PLUSH 4 PLAY

CALL, WRITE OR FAX TODAY
FOR OUR FREE BROCHURE

1-800-25 CENTS

714-893-8099 (CA.)
714-892-0053 (FAX)

15661 PRODUCER LN. #M, HUNTINGTON BEACH, CA 92649

Streets, the Helmut John-designed State of Illinois Center is one of the city's most stunning and controversial edifices. Inside, the grid-like pattern of the Center's steel frame is visible through thousands of glass panels that make up the walls and roof.

Dedicated in May 1985, the multipurpose structure offers a combination of art galleries, artisan shops, three floors of restaurants and stores, and 13 floors of balconied, open state offices that rise around the 160-foot rotunda. In addition, the State of Illinois Center offers a permanent display of numerous works that comprise the largest collection of contemporary Illinois art.

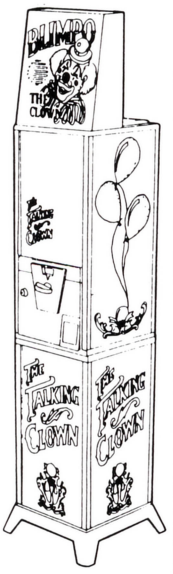
Sites to behold

From small specialty museums to those with international reputations, Chicago's own rank among the best in the world.

Guarding the front entrance on Michigan Avenue and East Adams Street

Taking a leisurely paddle boat ride in the Lincoln Park lagoon. The 880-acre park is located on Chicago's northside.

THE TALKING CLOWN & ROBOT BULK VENDORS



- VERY LOW PRICE
- ELECTRONIC VOICE CHIP
- BATTERY OPERATED (BATTERY WILL LAST 12 MOS.)
- COMPATIBLE WITH ALL EXISTING STANDS ON THE MARKET

IMPULSE BEGINS AND ENDS WITH MR. VEND!

Mr. Vend

(818) 718-6061

By the 1940s, a second generation of the Chicago school began, led by German architect Ludwig Mies van der Rohe. Utilizing an imaginative glass-and-steel design style, some of his Chicago masterpieces include buildings at the Illinois Institute of Technology and smoked-glass apartment high-rises on Lake Shore Drive near Chicago Avenue. Other structures which reflect his unique influence include the Chicago Civic Center, the John Hancock Center, and McCormick Place.

The Wright stuff

Chicago's architectural diversity and legacy is probably best exemplified by the works of Frank Lloyd Wright, who developed the "Prairie school" of design. Considered the most "American" architecture by many, the designs included ground-hugging homes such as his quintessential Robie House.

Built in 1909 on South Woodlawn Avenue, one can only marvel at the pronounced horizontal emphasis, intersecting voluminous, low-hip roofs with broad overhanging eaves, and wide chimneys. In addition, many of Wright's best works still stand in west suburban Oak Park, which is only 10 miles from downtown Chicago.

All that glitters

One of the most unusual and exciting attractions in the Chicago area is the Gold Pyramid House. It exists because of Jim Onan, the builder, and his love affair with the mysteries of ancient Egypt. The only known authentic pyramid to be built in over 4,500 years, its 12,000 square feet of exterior walls are completely covered with 24-karat gold plate. This makes it one of the largest gold-plated structures in existence.

It is precisely oriented to true north, exactly as its model, the Great Pyramid of Cheops. Replete with a 200-ton statue of Ramses II standing guard over the imposing grounds, this golden version has an apex that rises 55 feet above the suburban countryside of Wadsworth, Ill. Inside is a growing collection of Egyptian furnishings, artifacts, and paintings which only add to the mystique of this Onan family residence. Limited public tours are available; call (800) 847-4864 for more information.

The glass menagerie

Located on Randolph and Dearborn

TOO EXCITING...TOO ACTION-PACKED...

YOU'VE WAITED TOO LONG FOR A GAME THIS HOT!

DATA EAST

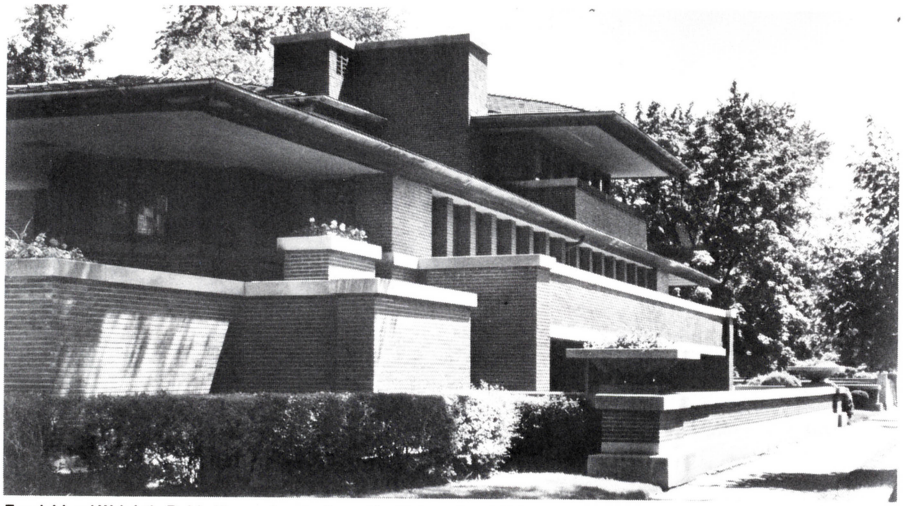
See your Data East distributor or contact:

Data East USA, Inc.
1850 Little Orchard Street
San Jose, California 95125
(408) 286-7074

SEE US AT ACME SHOW BOOTH #1505

THE PRICE IS RIGHT!

© 1990 DATA EAST USA, INC.



Frank Lloyd Wright's Robie House, located near the University of Chicago, is considered one of the most brilliant designs in the history of architecture.

view in miniature tanks; the John Woodworth Leslie Sea Anemone Exhibit, a fascinating display of flower-like invertebrates; and Tributaries, a complete world of popular home aquarium fish in an Oriental setting. In addition, the spectacular 90,000-gallon Coral Reef exhibit is a jewel of the sea, with over 300 colorful Caribbean fishes.

No trip to Chicago is complete without a visit to **The Museum of Science and Industry**, the world's largest and most popular center of contemporary science and technology. Located on the city's south side at Lake Shore Drive and 57th Street, the museum was founded by Julius Rosenwald and opened in 1933.

It's housed in the reconstructed Palace of Fine Arts Building of the 1893 World's Columbian Exposition, one of the finest examples of classical architecture. Over 2,000 exhibits in 75 major exhibition halls demonstrate scientific principles, technological advances, and industrial applications in a way that is truly unique.

Among the museum's world-famous exhibits are the Apollo 8 space capsule; a full-scale replica of an underground coal mine; a German U-505 World War II submarine; daily hatching chicks; Yesterday's Main Street; and silent screen star Colleen Moore's Fairy Castle. In addition, the recently opened Henry Crown Space Center—a 36,000 square foot facility—are two cast bronze lions, which date back to 1893. They are the work of Edward Kemeys. But it is inside where **The Art Institute Of Chicago** (312/443-3600) offers a spectacular vista.

Art from 40 centuries of civilization are gloriously displayed in this world-famous museum. The scope of the collection ranges from ancient Chinese bronzes to Rembrandt paintings and contemporary photography. Especially noteworthy is the internationally acclaimed collection of French Impressionist and post-Impressionist paintings by such masters as Degas, Monet, and Renoir. They are located within the newly renovated Galleries of European Art.

One of the world's great natural history museums was founded in 1893—**The Field Museum of Natural History** on Lake Shore Drive at Roosevelt Road. Today, 10 acres of anthropology, botany, geology, and zoology exhibits span the universe from four-and-a-half billion years ago to the present.

Highlights include prehistoric man; the rich cultures of China, Oceania, Africa, Egypt, and the Mediterranean; spectacular American Indian collections, with the only Pawnee Earth Lodge of its kind; the magnificent new Northwest Coast Hall; and life-like dioramas that capture the excitement of dinosaurs, meteorites, wild animals, and lush plants.

Walk among the great dinosaurs. See Egyptian mummies and journey through the 4,400-year-old tomb chapels from Egypt's "City of the Dead." And discover 135 rare artifacts in the Field Museum's newest exhibit, "Gods, Spirits, and People: The Human Image in Traditional Art."

Referred to by many as Chicago's "Ocean by the Lake," **The John G. Shedd Aquarium** on South Lake Shore Drive is the world's largest indoor aquarium, offering a dazzling array of more than 8,000 aquatic animals: mammals, reptiles, amphibians, invertebrates, and fishes.

Over 200 fresh and saltwater exhibits display animals in naturalistic habitats. There's River Otters, complete with interactive graphics and video; Marine Jewels, where tiny ocean animals are on

Please contact us for information on our Egg Vending Machines. 4 different characters now available.

We also have excellent quality and pricing on filled or empty eggs. 3 different filled egg mixes available at 3 different prices. Empty eggs come in 8 bright colors.

N.E.T.

National Entertainment Technologies, Inc.
P.O. Box 648 • Marshfield, Mo. 65706
Out of Mo.: 1-800-458-4116 In Mo.: 417-468-2900

Stainless Steel Top–Won't Wear Out!

Imagination Leisure's SST Will Earn Top Money Year After Year And SST's Stainless Steel Top Just Won't Wear Out!

SST is the industry standard in air cushion hockey games. It's durably built to outlast all others and is a top money earner in all types of locations. SST now comes with digital scoring and a new field-tested logic system. It includes features that operators want for service-free operation. It's durably built to last forever.

PLAY APPEAL...
Wide goals make scoring easier . . . faster, SST is more fun & operators earn more.

STAINLESS STEEL TOP...
THAT WON'T WEAR OUT.

DIGITAL SCORING...
with rock solid logic board that's location tested for over 3 years.

HISTORY...
We've been building Air Cushion Hockey games for over 14 years. SST is as good as a game can be. It's state of the art.

MICA TOP?
Want a cheaper price? Try an SST with our Tuff Surface brown mica top. It's not nearly as good as Stainless Steel, but it's available if you want it.

SOLID & ATTRACTIVE CABINET
built for only one purpose . . . Air Cushion Hockey games.

SERVICEABILITY
A pleasure to service . . . both ends unlock and swing down . . . a must for clearing junk from goals . . . clear plastic goal covers show any stoppage at a glance. Blower accessed easily through filter door.

SST SPECIFICATIONS
103" x 50" . . . . . 450 lbs.
262 cm x 127 cm . . . . 205 kg.

SST FEATURES:

- Operates of combination of adjustable Time and Scoring.
- Automatic Scoring with Game Over Light.
- Automatic Puck Lock-in at end of game.
- Meter, secure "safe" cash box, indestructible All Steel Legs & Levelers, mil-spec Aluminum Rails & Goals all standard.
- Super-hard Durable Pucks & Hi-Profile Goalies.

WANT TO SEE SST IN ACTION?

Look In At:

- Disneyland • Disneyworld • Show Biz Pizza
- Malibu Grand Prix • Putt Putt Golf & Games
- Pizza Time • Chucky Cheese
- Tokyo, Paris, London, Djarkarta & Thousands of Arcades & game rooms throughout the world.

Imagination Leisure inc
251 DIXON AVENUE AMITYVILLE, N.Y. 11701
(516) 842-4242
TELEX 973636 FAX 516 842 0532

houses the latest in space exhibitry and the remarkable Omnimax Theater. The latter features the world's most advanced film projection system.

On the waterfront

Traveling north from Oak Street along Lake Michigan, one can discover Chicago's breathtaking Gold Coast, with its luxury high-rise apartment buildings that epitomize modern and classical architectural design.

Nestled within this setting is the nation's oldest zoo, the 35-acre **Lincoln Park Zoo** (312/294-4660) on North Cannon Drive, just off the lake. Home to over 2,500 mammals, birds, and reptiles representing 450 different species, Lincoln Park offers spectacular naturalistic habitats. Among the highlights are a massive polar bear pool; the largest collection of captive lowland gorillas in the world, including Otto, who stands more than five feet tall and weighs nearly 400 pounds; and Farm in the Zoo, a replica of a working farm.

Begun in 1920, the construction of the **Baha'i House of Worship** (312/256-4400) took more than 30 years, 19 of which were spent in casting the hundreds of intricate concrete panels which adorn it. Located in the northern suburb of Wilmette, just off the lake, the building is listed in the National Register of Historic Places.

The auditorium inside rises 135 feet above the main floor, making it one of the tallest unobstructed interiors of any building in the world. Dedicated to the oneness of mankind, it is North America's only Baha'i temple and a truly stunning architectural work.

Shopper's world

The Second City is second to none when it comes to fabulous department stores, exclusive specialty shops, and quality boutiques for almost any taste or sensibility. A seven-block emporium, the renovated and totally rejuvenated **State Street Mall** is said to be the world's largest outdoor shopping mall. It's located in the heart of downtown and features wide sidewalks, resting areas, trees and plants, newsstand kiosks, street performers, and some of the finest flagship department stores anywhere.

The Chicago Water Tower, constructed in 1869, was one of the few buildings to survive the Great Fire of 1871.

Start your shopping tour in The Loop at **Marshall Field & Company**, located at State and Randolph Streets. This world-renowned department store is famous for its foreign and domestic merchandise. There's also art and artwares, apparel for men, women and children, luggage and leather goods, antique jewelry, rare books, and much more.

Touted as the world's busiest corner, State and Madison is the home of **Carson Pirie Scott & Co.**, a full-line department store acclaimed for its import fairs featuring innovative, trendy merchandise from around the globe.

The "Magnificent Mile" (Michigan Avenue from the Chicago River north to Oak Street) has one of the highest concentrations of exclusive shops and boutiques anywhere, including I. Magnin, Bloomingdales, Bonwit Teller, Lord & Taylor, Kroch's and Brenato's, Saks Fifth Avenue, Burberrys, Gucci, Stuart Chicago, and much more. In addition, there's **Hammacher-Schlemmer**, which is rapidly becoming part of the legend of Chicago. It is here that you'll find that unique—even bizarre—gift, whether it's a computerized fishing reel, solar-powered pith helmet, cricket game set, or sleep sound generators.

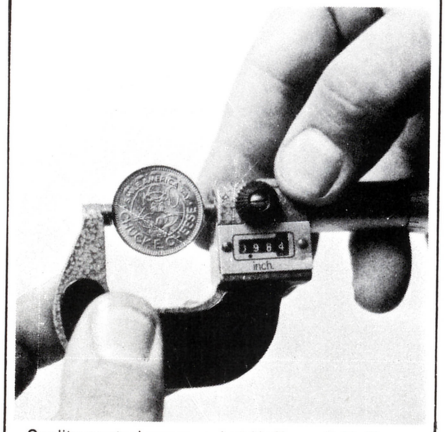
"Quality is Our Family Tradition"

HOFFMAN H&H HOFFMAN

TOKENS

800-227-5813

IN CA 800-227-5814



Quality control personnel at Hoffman & Hoffman checking diameter of token with micrometer

- Immediate same-day shipment on stock tokens
- Quality artwork and design service at no charge
- Hoffman & Hoffman tokens are minted under the most rigid quality control standards.
- We match Old World craftsmanship with advanced technology.
- Hoffman & Hoffman has the best prices and fastest delivery for stock or custom tokens.
- You can buy the best tokens for less. Check our prices and see.

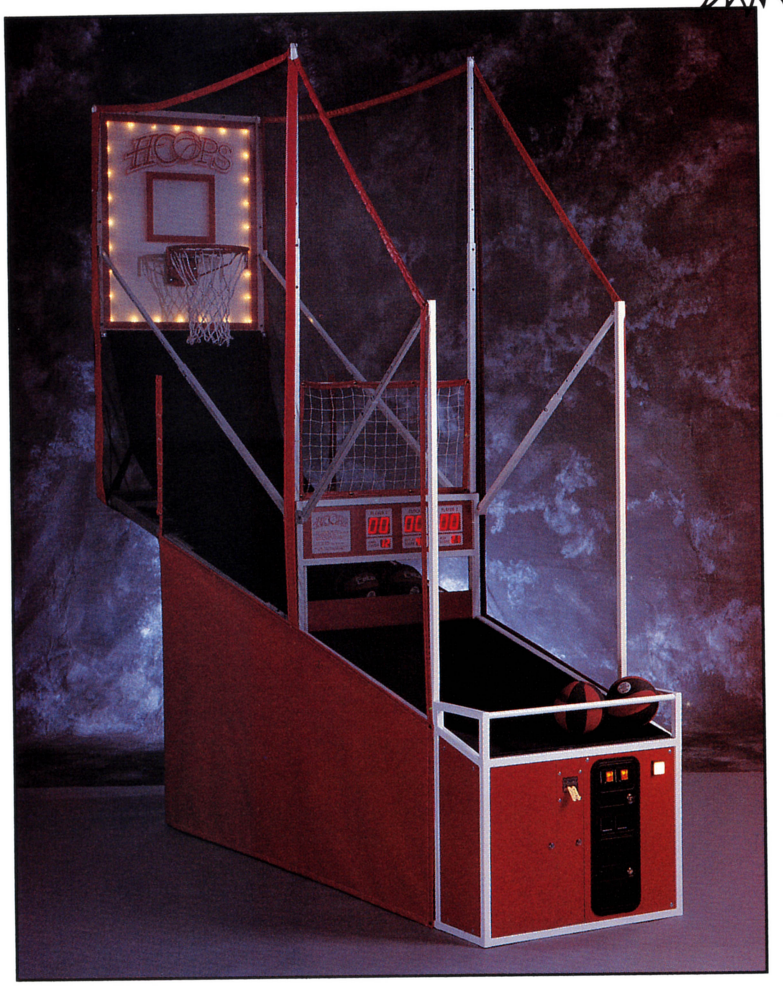
HOFFMAN & HOFFMAN

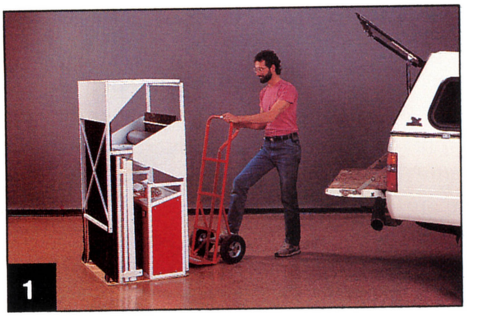
P.O. Box 896, Carmel, CA 93921

HOOPS

ACME BOOTH #2314

The Famous Fold-up, Adjustable Basketball Game




1

2

3

WHAT GAME HAS HELD ITS PLAYER APPEAL FOR NEARLY 100 YEARS?
Easily played alone, or in friendly competition, basketball has proven to be a big winner in many locations. However, problems of size, reliability, and installation time have discouraged many operators.

THE UNIQUE DESIGN OF THIS GAME WILL REVOLUTIONIZE THE OPERATOR'S USE OF COIN OPERATED BASKETBALL GAMES.

In addition to the three knockout features highlighted in the photos, the game offers many important benefits including:

- Sturdy, all-metal, welded construction with transparent fiberglass screen side panels for long lasting good looks.
- Highly reliable, shock mounted microprocessor-based electronics.
- All games have two-player scoring & unobtrusive sound enhancement.
- Coins-per-play, game time, replay level, etc. are operator settable.
- Resilient acrylic backboard with heavy duty custom hoop.
- Attract mode light chaser automatically switches to steady backboard lighting for play in dim locations.
- Optional bill acceptor, ticket dispenser.

Putting the operator's concerns first has produced a game that, though a bit more expensive, will provide many years of value, service and earnings for the discriminating buyer.

$2495

1. GAME FOLDS UP!
The entire game folds up into a self-contained package measuring an astonishing 5' x 2' x 32". Problems with storage and transportation are obviously minimized. Best of all, since the folded game fits through any door, one man can easily install it in under 30 minutes.

2. ADJUSTABLE LENGTH AND HEIGHT
Now you need only one game for all your location situations. This game is adjustable in both length and height from a compact 8' x 8' game to an impressive and challenging 10' x 10' set-up. Any combination of length and height (in 6" increments) is easily set. Adapt to a new size for your next location.

3. DUAL BEAM PHOTOCELL SCORING
Players particularly appreciate the dead-accurate photocell scoring and fast, smooth action of this game. (No ugly plastic ring hanging from the hoop net to break or slow things down.) The accuracy and consistency of scoring is especially conducive to league play.

ADASTRA, INC. 8345 West 16th Ave. Denver, CO 80215 (800) NET-HOOP

Serving the Coin-Op Amusement Industry since 1974

Since **Neiman-Marcus** opened its doors at Michigan and Superior in 1983, Chicago shopping has never been quite the same. This grand dame of the Sun Belt is happy to satisfy the whims and wishes of the most discerning buyers. But the store is more than just a place for purchasing; it is an attraction in and of itself.

With its three-story, lighted, barrel vault arch and show windows, the L-shaped building offers an impressive interior, replete with a dramatic 74-foot wooden sculpture. There's also a thoroughly modern main floor designed in marble, hardwood, glass, chrome, and steel.

Also on Michigan Avenue is **Water Tower Place**, a distinctive shopping mall that is becoming as much of a Chicago landmark as its namesake, the nearby Chicago Water Tower. The building occupies an entire city block and is actually a self-contained city. There is an eight-level atrium shopping mall with 125 stores, shops, and boutiques; two department stores; 10 restaurants; and seven movie theaters.

Shops are arranged to face into the Grand Atrium, where visitors can ride escalators or glass-walled elevators to the different floors. The escalators feature waterfalls tumbling alongside on the first level. In addition, the top floors of Water Tower Place are devoted to the Ritz-Carlton Hotel and 40 floors of luxury condominiums.

The good taste of Chicago

From its early inns and taverns to the present diversity of ethnic eateries and posh restaurants, Chicago serves up an impressive array of dining establishments that can suit almost any gustatory desires.

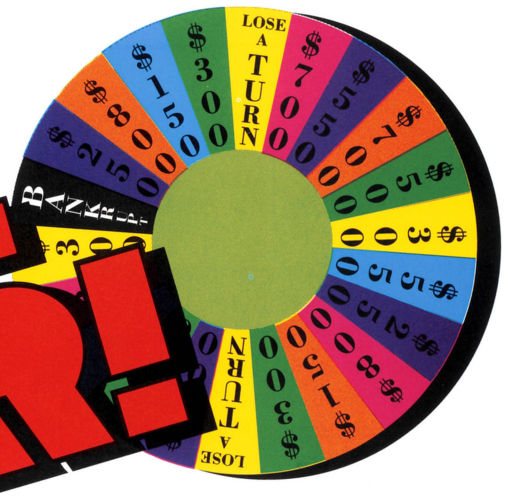
Since 1898, Chicago's second oldest extant German restaurant has also been its most famous. In fact, age has only enhanced **Berghoff** (312/427-3170), a lively, bustling Windy City original located at 17 West Adams, just off of State Street. An extraordinary menu offers such dishes as sauerbraten, wiener schnitzel, kassler ribchen, roast goose, and some of the best prime rib in an incomparable oak-paneled setting.

Cafe Ba-Ba-Reeba (312/935-5000), Chicago's first and only tapas bar, is located at 2024 North Halsted. The restaurant offers dozens of small, light food dishes, giving you the opportunity to improvise and construct your own meal. The menu includes seafoood, lamb, chicken, and game bird preparations, as well as paella and roast suckling pig.

The Coral Reef exhibit at the John G. Shedd Aquarium features such creatures as this Moray eel.

DON'T BE JUST A WHEEL WATCHER... BE A

WHEEL WINNER!



UPRIGHT! COUNTERTOP! COCKTAIL TABLE!

GameTek gives you three ways to cash in on the immense profit potential of

WHEEL OF FORTUNE!®

- The official coin-op version
- Plays just like the #1 TV game show
- 40,000,000 weekly Wheel Watchers

CONVERSION KITS AVAILABLE!

- Three attractive, dynamic units
- Repeated play, higher earnings
- Easy, trouble-free installation

GameTek™

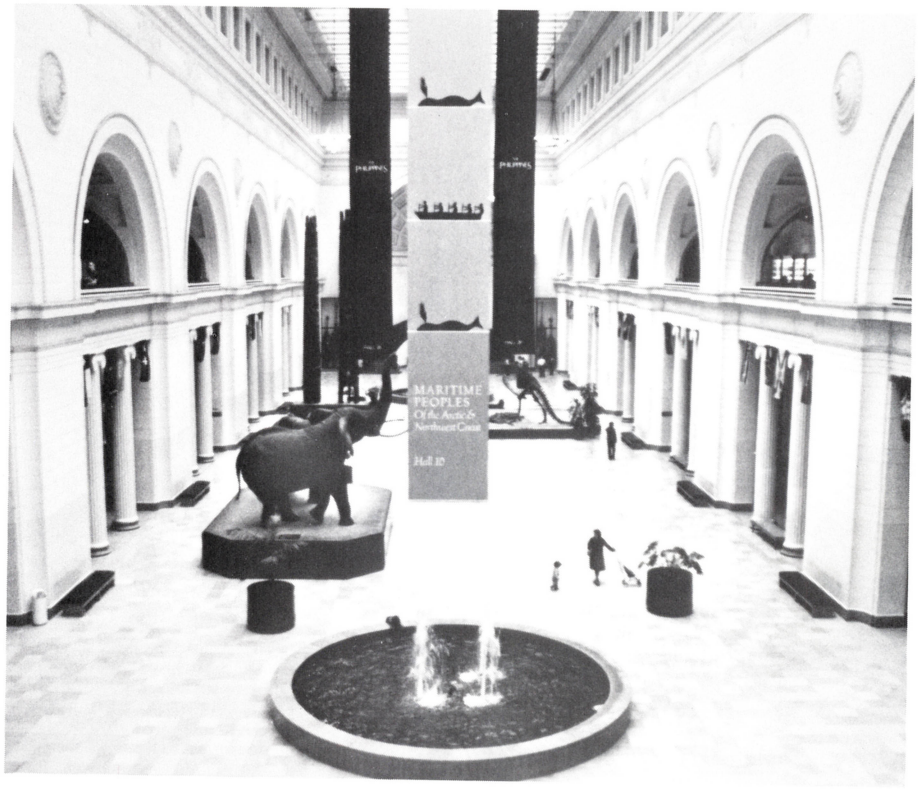
SEE THE MONEY MACHINES FROM GAMETEK!

GameTek • 2999 NE 191st St. • N. Miami Beach, FL 33180 • (305) 935-3995 • Fax (305) 932-8651

Wheel of Fortune® is based on a television program produced by Merv Griffin Enterprises, a Unit of Columbia Pictures Entertainment, Inc. Copyright ©1989 Califon Productions, Inc. All rights reserved. ©℗1988, 1989 GameTek/IJE,Inc. All rights reserved.

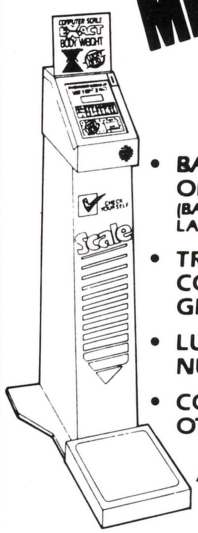
From coast to coast, the **Cape Cod Room** (312/787-2200) in the Drake Hotel at 140 East Walton is perhaps Chicago's best-known restaurant. Since 1933, it has offered such consistently fine dishes as seafood gumbo, Bookbinder's red snapper soup, bouillabaisse, a variety of oyster treats, lake and rainbow trout, pompano en pappilotte, and crabmeat Maryland.

Another hotel-based establishment is **Ciel Bleu** (312/951-2864) on the 19th floor of the Mayfair Regent. It provides an enchanting panorama of the Oak Street Beach and Lake Shore Drive looking north. The restaurant serves up a menu that's a cross between classic French and nouvelle cuisine, with emphasis on lightly sauced dishes and fresh fish. Some of the specialties include caviar with blinis or scallops on a bed of julienne vegetables, steamed lobster and sole with tarragon sauce, breast of pheasant with fresh chantrelle mushrooms, and filet mignon Rossini with wine sauce and truffles.



The central hall at the Field Museum of Natural History includes a fighting bull elephant from Africa and the country's only free-standing skeleton of a Gorgosaurus dinosaur.

MR. VEND SCALE

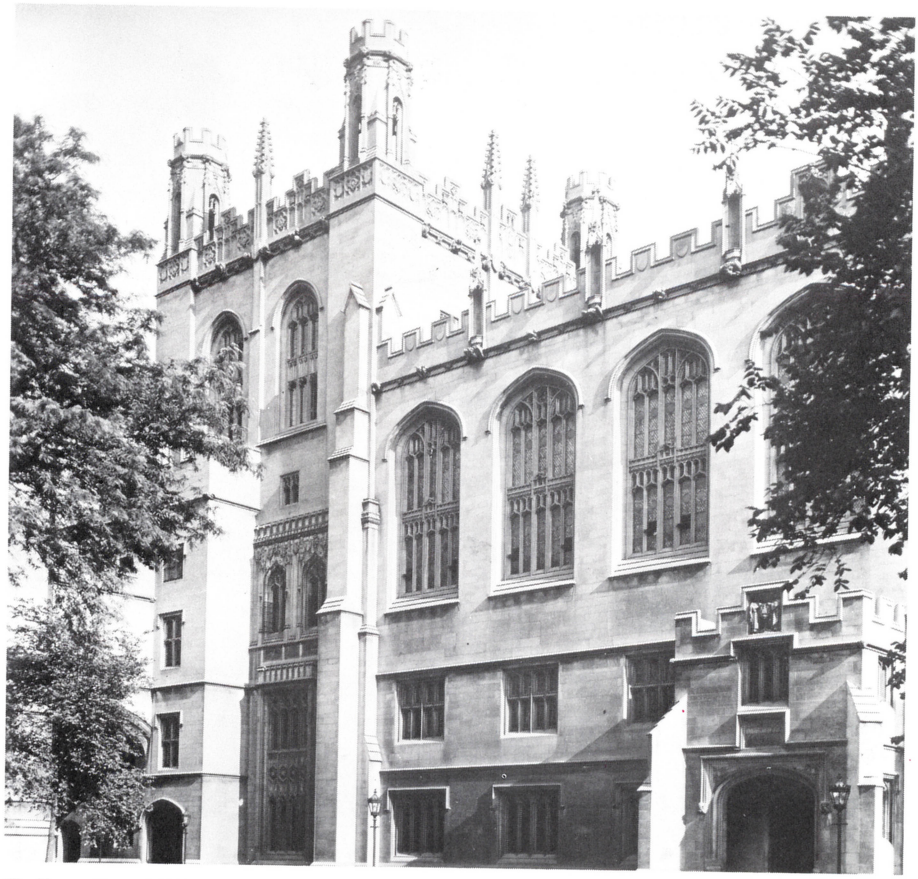


- BATTERY OPERATED (BATTERY WILL LAST 12 MOS.)
- TRENDY COLORFUL GRAPHICS
- LUCKY LOTTO NUMBERS
- COMPATIBLE WITH OTHER MR. VEND PRODUCTS IN AN ATTRACTIVE SYSTEM THAT DOUBLES AND TRIPLES YOUR PROFIT POTENTIAL

IMPULSE BEGINS AND ENDS WITH MR. VEND!

Mr. Vend

(818) 718-6061



The Harper Memorial Library at the University of Chicago is another example of the city's unique architecture.

In the great Chicago barbeque bonanza, **Randall's Rib House** (312/280-2785) at 41 East Superior is a singular attraction with its savory baby-back and Texas beef ribs. Country cookin' personified, you'll find corn muffins, barbequed shrimp in the shell, catfish fillets, and other grilled items. There are also prime steaks and a special exclusive—barbequed veal ribs. For dessert, if room allows, sample the pecan-peach cobbler, whiskey bread pudding, and a full selection of other delectables.

A cut above

There's something about having to eat pizza with a knife and fork, but in Chicago this necessity is a tradition—given the attributes of Chicago-style, deep-dish pizza. And the restaurant where this unique creation was born can still be enjoyed when you visit **Pizzeria Uno** (312/321-1000) on East Ohio Street, or its sister location, **Pizzeria Due** (312/943-2400).

These two Chicago institutions serve up meats, spices, cheeses, and tomatoes heaped upon a thick crust that's always light and always delicious. Salads, soups, and sandwiches round out the menu, but it's for the pizzas that these eateries have attained their claim to fame.

If a conventional deep-dish pizza leaves you desiring something more, **Giordano's** (312/951-0747) at 747 North Rush just may have what you're looking for: a culinary extravaganza known as "stuffed pizza." Using the same style and ingredients as Chicago-style, the restaurant simply adds another top layer of crust. You're then ready to slice into an invention that's a true cut above.

That's entertainment

Nightlife in Chicago is varied and never stops, with distinctive crowd pleasers that have earned their reputations as true hot spots. For comedy, there's the legendary **Second City** (312/642-8189) at 1608 North Wells, with its improvisational revues, or **Shear Madness**, the longest-running show in Chicago history. The comedy whodunit invites the audience to play detective at the Mayfair Theater (312/786-9120), located in the Blackstone Theater on South Michigan Avenue.

When it comes to musical entertainment, the beat goes on at **Blue Chicago** (312/642-6261), one of the city's most comfortable blues bars. Located on North State Street, some of Chicago's finest blues players are regularly featured here. There's also **B.L.U.E.S.** (312/528-1012) at 2519 Halstead St. and nearby **Kingston Mines** (312/477-4646).

One of the most progressive night spots in the city can be found on North Wilton Avenue near Belmont. **CrossCurrents** (312/472-7884) showcases a variety of entertainment in two cabarets, including comedy, theater, and jazz and ethnic music. Jazz, meanwhile, takes center stage at **The Bulls** (312/337-3000), which was founded in 1963.

Just how different is HMS Monaco from the competition?

DAY	NIGHT
☑ The First Quality Open Box Costume Jewelry	☐
☑ The Widest Selection	☐
☑ The Best Prices	☐
☑ The Fastest Delivery	☐
☑ The Best Customer Service	☐
☑ The Only Money Back Guarantee in the Business	☐

There is only one number to call:

1-800-777-0901

HMS Monaco et Cie Ltd.

The Original Creator of Boxed Costume Jewelry for your Cranes, Rotaries, Skilldozers and Redemption

135 West 20th Street • New York, N.Y. 10011 • 212-691-9000

Question:

What are you looking for, in terms of equipment, at the upcoming ACME?

A **Brian Kissane**
Arcade Services
Lombard, Ill.

Anything under 300 pounds! We do a lot of equipment moving, but those who design these machines mustn't. It would be nice to see games that don't weigh quite as much.

More than anything, we'll be looking at pinball-related items. They do a good business for us. We check out video games to a lesser extent, because they don't seem to have the longevity that pinballs maintain. Bally has introduced some good pieces since being sold to Williams. Hopefully they and other companies will have some pleasant surprises for operators at ACME.

A **Jerry Scopel**
Alpha Amusements
Warren, Mich.

I always look for anything new and exciting in videos and pinballs, but a lot of locations have been requesting novelty-type games. I just purchased a piece from Vari-Tech called *Mr. Six Gun* for a Chi-Chi's restaurant. The earnings reports have been good; the location is happy and I'm happy. There is always a need for novelty pieces in the correct location.

We operate four arcades, so we keep an eye out for redemption equipment. We also check out the CD jukeboxes. So I'd say that at every show, we want to see just about everything being exhibited, but novelty pieces will be a focus at this year's ACME.

There's one other thing. I'm always looking for coin-operated photo booths. A number of bowling centers and some of the larger game rooms and sports bars request them. I saw one at the IAAPA show, but it cost $30,000! For some reason, you don't see them at the AMOA or ACME shows. Why can't someone manufacture one that's reasonably priced? You'd be surprised at how many locations want these photo booths.

A **Bill Johnston**
Johnston's General Store
Buffalo, N.Y.

I'm not sure if we're going to ACME, but if we do, I want to see how long the legs are for *Teenage Mutant Ninja Turtles*. I don't plan on adding anything dedicated to the route unless I see something blockbuster like *TMNT*.

Due to the soft sales we've experienced on the route lately, I've decided to drop back into the conservative buying period of 1985. I'll wait six to 12 months to see how a game does on the equipment polls before buying it. In the meantime, I'm going to feed my route with our inventory of game boards and see how that goes.

A **Roger West**
West Amusement Co.
Winchester, Tenn.

I'm hoping to see some things that are a little different from what's on the route right now. I think the players are anxious for games with original themes. We've been stuck in the same old fighting games and driving games for too long.

Our flippers are doing pretty good. They aren't setting the world on fire, but the money's been decent. I would consider buying a new pinball if it was something that appeared to have better earning potential than what's out on location now.

A **Larry Salganek**
New Mexico Vending
Santa Fe, N.M.

I'm looking for games that appeal to a broader range than just 13- to 19-year-old males. We've created an environment that feeds this group of players. We have to create an environment that attracts female players. It's going to take more than one machine, and it's going to take time and a commitment to develop this market. We have to get away from games with the "macho man" image, because we need to broaden our player base.

I would like to find a game that the girls really like, other than air hockey. In my locations, I find that women enjoy roll downs. I would like to see more of that kind of game. I also want to see more family-type games. □

INTRODUCING... THE INNOVATIVE MIRACLE MONEY MAKER OF THE 90'S

CLAW-POKER

First an important item: CLAW-POKER® has been carefully researched and designed so it does NOT fall under the category of a "Gambling Device". Nor is it classified as a "Crane Game," which may require special licensing. Using a carefully-structured redemption coupon system, it rewards the player for his skill. Coupons dispensed by CLAW-POKER® will be redeemable by mail. Instructions on the back of the ticket will include the address of the redemption center in Michigan. Prizes available will be posted with the machine, and will change periodically.

Manufactured by the same Company who developed the highly successful SKILLCLAW® game.

Sold only through Authorized Distributors

DIMENSIONS
28" wide
36" deep
75" high

Based on one of the world's most fascinating card games and coupled with the popularity of cranes...Claw-Poker® is a winning combination.

Push the red action button and the Claw retrieves a soft, lively sponge ball to begin your turn... Your clock is ready with 60 seconds of play time... The robotic Claw rises to the top of the game-play area... Your clock starts and you use the joy stick to maneuver the robotic Claw into position. Dual movement along an axis and around a radius are made simultaneously. You get to your selected drop position quickly... and take your best shot. Once all players have completed their turns...call your best hand!

Here's the HI-IMPACT coin-op machine that will make a difference.

Redemption is hot and Claw Poker® takes all the work out of it. You will never see this game in the home market because it's designed specifically for the street and arcade vendor.

Mechanical Parts... The Electronics... Even The Light Bulbs... Have Been Engineered To Give Long, Trouble-Free Service.

It's A Toll Free Call At 1-800-535-BUSH

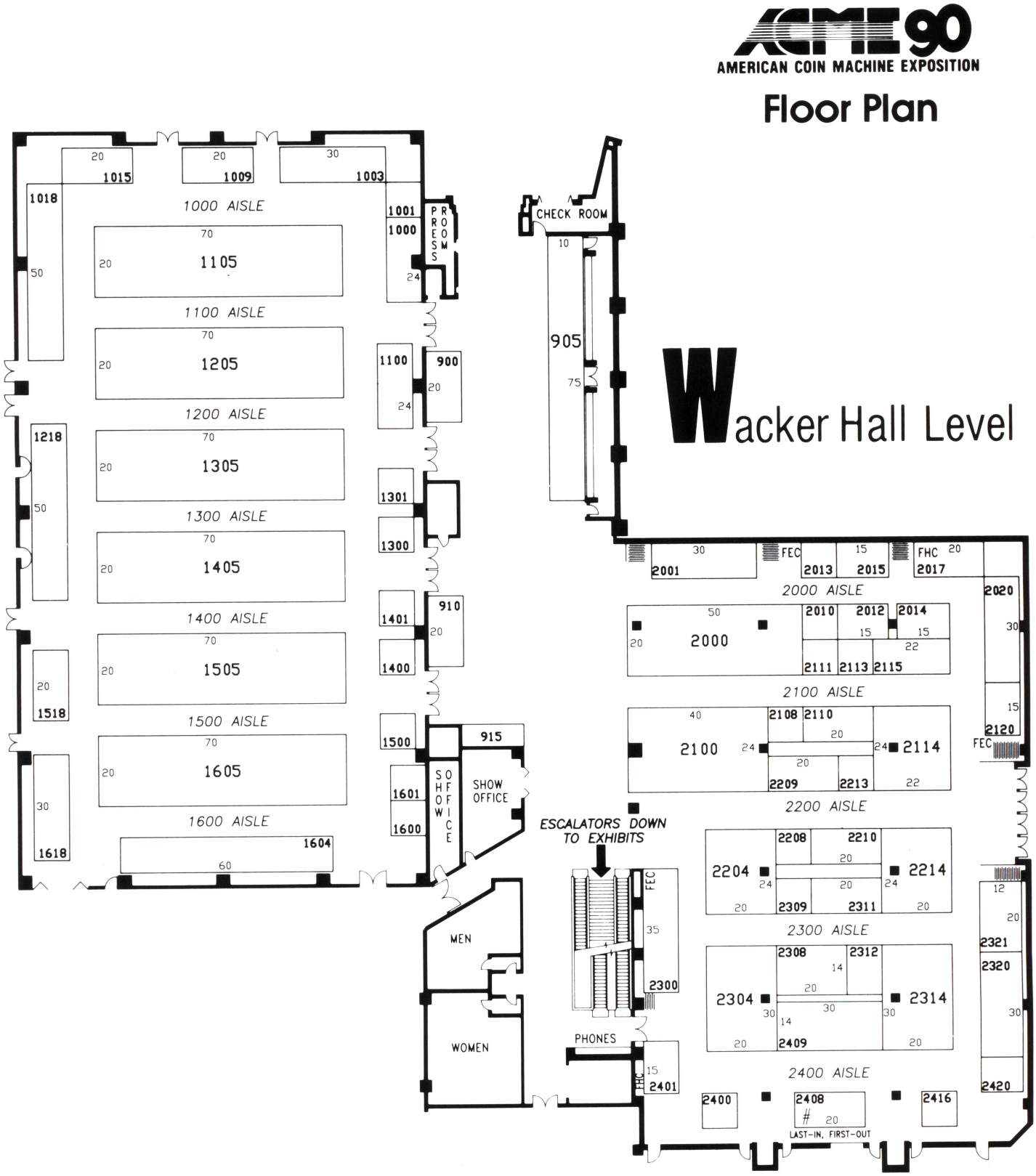
BUSH ELECTRONICS, INC

5359 Dixie Hwy.
Saginaw, Michigan 48601
(517) 777-8490
Fax (517) 777-8140

Made in the U.S.A.
by Michigan Craftsmen

Patents Pending

ACME 90
AMERICAN COIN MACHINE EXPOSITION
Floor Plan
Ballroom Level
FOOD SERVICE
4817 4815 4813 4811 4809 4807 4805
4800 AISLE
4814 4810 4804
4705
4720
EXHIBITOR SERVICES
4718
4700 AISLE
AWD
4605
4800
4702
4601
4600 AISLE
4618
4520
4519
4515 4505
4500 AISLE
FHC
4405
4418
4319
4400 AISLE
AWD
4305
4300 AISLE
4205
4019
4200 AISLE
4111 4109 4107 4105 FHC
4100 AISLE
4108 4104
4015 4011 4003
4000 AISLE
4010 4008 4006
4000
3038 3139 3240
4502
4301 3020
3030
3035
3029 3128
3021
3135
3133 3131 3230 3129 3125 3224
3121
3237 3235 3233 3231 3330 3229 3328 3225 3324
3221
AISLE 3000
AISLE 3100
AISLE 3200
AISLE 3300
LAST-IN, FIRST-OUT
PHONES
4100
3019
3116
3110
3104
ESCALATORS UP TO EXHIBITS
FHC
3105
AWD
3211 3310
3205
3319 3317 3315 3313 3307
AWD
LAST-IN, FIRST-OUT
3000 3001
3100
3200 3202 3203


ACME 90
AMERICAN COIN MACHINE EXPOSITION
Floor Plan
Wacker Hall Level
1000 AISLE
1100 AISLE
1200 AISLE
1300 AISLE
1400 AISLE
1500 AISLE
1600 AISLE
1015
1009
1003
1018
1001
1000
PRESS ROOM
1105
1205
1305
1405
1505
1605
1604
1218
1518
1618
1100
900
1301
1300
1401
1400
910
1500
915
1601
1600
SHOW OFFICE
SHOW OFFICE
CHECK ROOM
905
ESCALATORS DOWN TO EXHIBITS
MEN
WOMEN
PHONES
FEC
2300
FHC
2401
2001
2013
2015
2017
2000 AISLE
2000
2010
2012
2014
2111
2113
2115
2020
2120
2100 AISLE
2100
2108
2110
2114
2209
2213
2200 AISLE
2204
2208
2210
2214
2309
2311
2321
2320
2300 AISLE
2304
2308
2312
2314
2409
2420
2400 AISLE
2400
2408
2416
LAST-IN, FIRST-OUT

EXHIBITOR LIST

A-1 Products	1300
Ace Novelty	3211
Acme Premium Supply	4601
Adastra Inc.	2314
Advanced Graphic Designs	3203
Alman Enterprises	1301
Altec Mfg. Inc.	3116
Amazing Games	2012
AAMA	910
American Sammy Corp.	4804
American Shuffleboard Co. Inc.	3230
American Simulators	4010
American Technos	3205
Ameri Corporation	4807
Amusement Equipment Exchange	2017
Antique Apparatus Co.	3019
Arachnid Inc.	4502
Atari Games Corp.	4405
Bay-Tek Inc.	2120
Bean Industries	1601
R.H. Belam Co.	1019
Best Mfg. Co.	4809
Betson Enterprises	4505
Big Ten Electronics	4702
Bob's Space Racers	2321
Bonita Marie International	2308
Brady Distributing	4720
Dan Brechner & Co.	1218
Bromley Inc.	4805
Bush Electronics	3229
Canadian Coin Box Magazine	3231
Capcom USA Inc.	1105
Capitol Lighting Products	1400
Carousel International	4814
Carson City Mfg.	3135
Classic Creations	4811
Coin Acceptors Inc.	4000
Coin Concepts Inc.	2304
Coin Controls Inc.	4519
Coin Mechanisms Inc.	2013
Craneables	2213
Cummins-Allison Corp.	1000
D & R Industries	2401
Dart World Inc.	4319
Data East USA Inc.	1505
Deltronics Labs Inc.	2420
Design Plus Industries	1618
Deutsche Wurlitzer	3240
Dixie-Narco	4104
Doyle & Associates Inc.	2114
Dynamo Corporation	4605
Eagle Lift	4006
East Coast Design	4813
Entertainment Enterprises	3310
Exidy Inc.	1500
Eygo Co. Ltd.	2108
Gamco International	3104
Games For Gain	4111
Gametek Inc.	4810
Gift Creations Inc.	4815
Grand Products Inc.	1618
Grayhound Electronics	1604
Great Lakes Dart Distrib.	4011
HMS Monaco Et Cie Ltd.	1518
Hantarex Corp. of America	2409
Happ Controls Inc.	3038
Hayes Specialties	4817
Hi-Tech Amusements	3237
Hollywood Crane Merchandiser	2300
I-Vics Inc.	2214
Imperial International	4515
Impressment Plus	2416
Innovative Concepts	2209
Intermark Amusements	2014
Irem/Fabtek	905
JS Sales Co. Inc.	2015
Jaisy Inc.	4800
Jaleco USA Inc.	3221
Konami Inc.	2000
Kramer Mfg. Co.	1009
L.A. East	3233
Laramie Interests	3139
Lazer-Tron Corp.	3224
The Leland Corp.	1205
Lin Lyn Trading	3330
Lock America Inc.	2111
Loewen-America Inc.	3121
Mars Electronics	1100
Mayoni Enterprises	3001
Meltec Inc.	2021
Merit Industries Inc.	4019
Midway Manufacturing Co.	3110
Mobile Record Service	1401
Muncie Novelty Co. Inc.	4109
Nadel & Sons Toy Corp.	3029
Nancy Sales Co.	1003
National Ticket Co.	3030
Nintendo of America	1305
Patt Supply Corp.	1001
Penn-Ray	3200
Pioneer Laser Entmt.	2204
Plateau Inc.	3128
Play Meter Magazine	900
Plush-4-Play	3125
P.M.I. Toys & Novelties	3319
Pop-A-Shot	3129
Premier Technology	4618
Prizes!	2408
Quality Plush	2400
Quantum Industries	2311
RB Products Ltd.	4008
RePlay Magazine	4107
Rock-Ola Mfg. Corp.	4003
Roger Williams Mint	3000
Romstar Inc.	1605
Rosette Inc.	2320
Roth Novelty Co.	3225
Rowe International	4301
SNK Corp. of America	4205
Scan Coin Inc.	1015
Seeburg Corp.	4100
Sega Enterprises USA	1405
Seidel Amusement Machine	2010
Sharp Image Electronics	3035
The Silent Partner	2309
Skee-Ball Inc.	2115
Slots-R-Us	2210
Smart Industries	4705
SMS Manufacturing	3021
Sonic Reproduction Services	3235
S.O.S. Good Stuff	3133
Space Age Electronics	2312
Standard Change Makers	3328
Stella International	4418
Strata Group Inc.	4718
Superior Toy & Novelty	2110
Taito America Corp.	4305
Tavern Sports Intl.	3131
Tecmo Inc.	3100
Tekbilt Inc.	4108
Tornado Table Soccer	2113
Tourist Attract. Magazine	2208
U.S. Amusement Auctions	3202
U.S. Games	3324
U.S. Indoor Golf	1600
Valley Recreation Products	2100
Vari-Tech Co. Products Division	3307
Vending Times Inc.	3317
Wico Distribution Corp.	3020
Williams Electronics	3105
Wonmar Partners Ltd.	4015

DREW'S DISTRIBUTING, INC. • P.O.Box 632 • Fairforest, SC 29336 • Phone: (803) 574-0162 • Telex: 5106012480 • Fax: 803-574-7680

Honest Dealer Black Jack

- ★ Play from 1 to 5 Hands of Black Jack Against the Dealer
- ★ Authentic Atlantic City Style Black Jack
- ★ Static Control Built In
- ★ New Style C.P.U. Board

Tiger Paw

- ★ Solid State C.P.U.
- ★ Adjustable Vend Price
- ★ Bill Acceptor Option
- ★ Ticket Dispenser Option

Super Bonus Deluxe

- ★ Drew's Double Coin Switches
- ★ New Cheat Proof Software
- ★ $1 $5 $10 $20 Bill Validator
- ★ Linear Power Supply

Exhibitor List

This list is designed to help you locate companies exhibiting at ACME '90. Although many companies have multiple booths, for ease in reading only the first booth number is included here.

A-1 Products **1300**
Rt. 1, Box 654-A
Beaufort, NC 28516
(919) 728-5311

Ace Novelty **3211**
3815 South Ashland
Chicago, IL 60609
(312) 847-2600

Acme Premium Supply **4601**
4100 Forest Park Blvd.
St. Louis, MO 63108
(314) 531-8880

Adastra, Inc. **2314**
747 Sheridan Blvd., 5D
Lakewood, CO 80215
(303) 231-9199

Advanced Graphic Designs **3203**
4673 Aircenter Circle
Reno, NV 89502
(702) 827-8110

Alman Enterprises Inc. **1301**
P.O. Box 12086
Reno, NV 89510
(702) 329-4555

Altec Manufacturing Inc. **3116**
245 Vine St., Suite A
Reno, NV 89503
(702) 323-2900

Amazing Games Corp. **2012**
2950 N.W. 29th
Portland, OR 97210
(503) 222-3103

Am. Amusement Machine Assn. **910**
12731 Directors Loop
Woodbridge, VA 22192
(703) 494-2758

American Sammy Corp. **4804**
2421 205th St. #D104
Torrance, CA 90501
(213) 320-7167

American Shuffleboard Co. **619**
210 Patterson Plank Road
Union City, NJ 07087
(201) 865-6633

American Simulators Inc. **4010**
7370 N.W. 36th St., #433
Miami, FL 33166
(305) 592-5932

American Technos Inc. **3205**
10080 N. Wolfe Road, #SW3-372
Cupertino, CA 95014
(408) 996-1877

Ameri Corporation **4807**
3955 Suffolk Lane
Hoffman Estates, IL 60195
(708) 934-0661

Amusement Equipment Exchange **2017**
1203 Fifth Ave.
Rock Island, IL 61201
(309) 788-0135

Antique Apparatus Co. **3019**
2525 237th St.
Torrance, CA 90505
(213) 534-1511

Arachnid Inc. **4502**
6421 Material Ave.
Rockford, IL 61111
(815) 654-0212

Atari Games Inc. **4405**
675 Sycamore Drive
Milpitas, CA 95035
(408) 434-3772

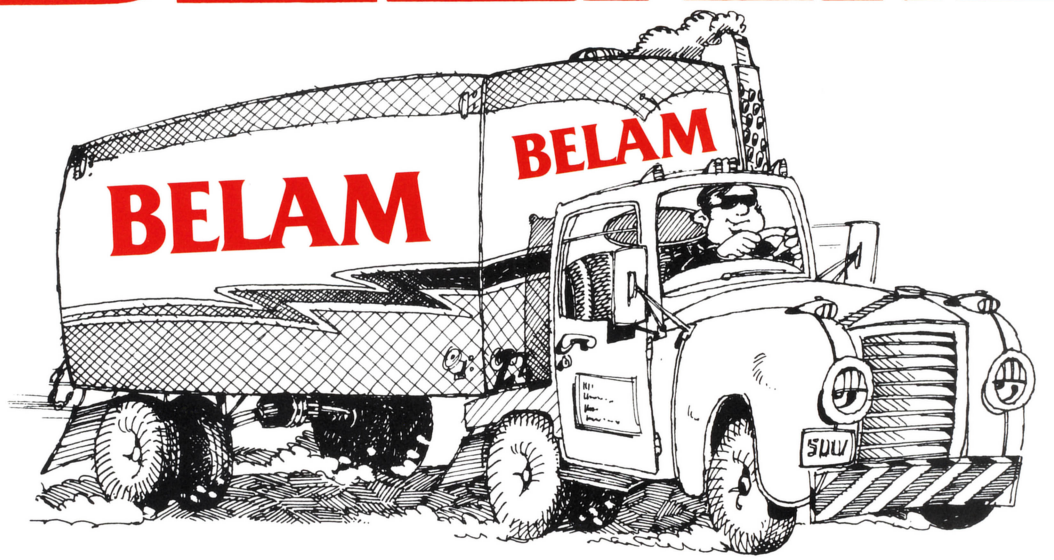
Bay-Tek **2120**
1077 Sunlite Drive
Oneida, WI 54155
(414) 822-3951

Bean Industries **1601**
10545 W. Glenbrook Court
Milwaukee, WI 53224
(414) 354-9669

R.H. Belam Co. Inc. **1019**
Nassau Plaza
One Fulton Avenue
Hempstead, NY 11550
(516) 292-2670

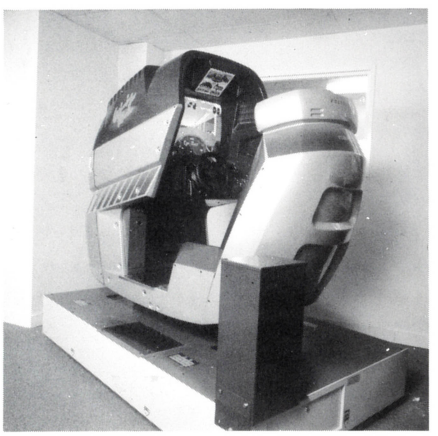
Best Manufacturing Co. **4809**
914 E. Moreland Blvd.
Hwy. 18

BELAM



AMERICA'S NATIONAL AND INTERNATIONAL DISTRIBUTOR OF ALL AMUSEMENT MACHINES

NAMCO WINNING RUN



Exclusively Distributed by
R.H. Belam Company, Inc.

WE REPRESENT NEARLY
ALL MAJOR MANUFACTURERS
INCLUDING:

Atari * Sega * Data East
Nintendo * Konami * Capcom
Williams * Bally * Rockola
SNK * Tecmo
American Technos

WE ARE ALSO *EXCLUSIVE* DISTRIBUTORS
FOR THE FAMOUS BELITA COIN COUNTER

And Now, Also Exclusive Distributor For Belam Grand Cabinets.

SEGA MEGA-TECH SYSTEM

Exclusively Distributed by
R.H. Belam Company, Inc.

Be Convinced That Belam is Best!

R. H. BELAM COMPANY INC.

Nassau Plaza
One Fulton Avenue
Hempstead, New York 11550
Tel: (516) 292-2670 • Fax: 516-486-0957

BELAM IS BEST!

Waukesha, WI 53186
(414) 547-5051

Betson Enterprises **4505**
6 Empire Blvd.
Moonachie, NJ 07074
(800) 524-2343

Big Ten Enterprises **1318**
124 Second Ave. South
Great Falls, MT 59405
(406) 452-7361

Bob's Space Racers **2321**
427 15th St.
Daytona Beach, FL 32117
(904) 677-0761

Bonita Marie International **2308**
1540 Rt. 37 West, Suite 2
Toms River, NJ 08755
(201) 349-1994

Brady Distributing/Novelty Co. **4720**
P.O. Box 19269
Charlotte, NC 28219
(704) 357-6284

Dan Brechner & Co. **1218**
31 Stewart St.
Floral Park, NY 11001
(516) 437-8400

Bromley Inc. **4805**
3231 W. Victoria St.
Chicago, IL 60659
(312) 267-4462

Bush Electronics Inc. **3229**
5359 Dixie Highway
Saginaw, MI 48601
(517) 777-8490

Canadian Coinbox Magazine **3231**
106 Lakeshore Road East
Suite 209
Mississauga, Ontario L5G 1E3
(416) 271-1366

Capcom USA Inc. **1105**
3303 Scott Blvd.
Santa Clara, CA 95054
(408) 727-0400

Capitol Lighting Products **1400**
159 Alexander St.
Yonkers, NY 10701
(914) 969-3400

Carousel International **4814**
P.O. Box 307
Eldon, MO 65026
(314) 392-7122

Carson City Mfg. **3135**
85676 Hwy. 101
Shakopee, MN 55379
(612) 445-4500

Classic Creations **4811**
10011 Route 88
Garrettsville, OH 44231
(216) 527-2926

Coin Acceptors Inc. **4000**
300 Hunter Ave.
St. Louis, MO 63124
(314) 725-0100

Coin Concepts Inc. **2304**
12 Edgeboro Road #4
East Brunswick, NJ 08816
(201) 390-9009

Coin Controls Inc. **4519**
1000A Touhy Ave.
Elk Grove Village, IL 60007
(708) 228-1810

Coin Mechanisms **2013**
817 Industrial Drive
Elmhurst, IL 60126-1184
(708) 279-9150

Craneables **2213**
14010 S. Orange Ave.
Paramount, CA 90723
(213) 634-6777

Cummins-Allison Corp. **1000**
One Cummins Center
Mt. Prospect, IL 60056
(312) 299-9550

D&R Industries **2401**
711 N. Capitol Drive
Lincolnwood, IL 60645
(308) 677-3200

Dart World Inc. **4319**
P.O. Box 845
Lynn, MA 01903
(617) 581-6035

Data East USA Inc. **1505**
1850 Little Orchard St.
San Jose, CA 95125
(408) 286-7080

Deltronic Labs Inc. **2420**
Eighth & Maple Ave.
Lansdale, PA 19446
(215) 362-9112

Deutsche Wurlitzer GmbH **3240**
Alter Postweg 408
D-4995 Stemwede 1
W. Germany
W.G. 5745-280

Dixie-Narco Electronics Div. **4104**
34000 Vokes Drive
Eastlake, OH 44095
(216) 946-3000

Doyle & Associates **2114**
P.O. Drawer 49467

SEE YOU AT

NANCO

FOR

Hanna-Barbera

PLUSH & NOVELTIES

FOR 1990!

Plush Families 7"–70"

Featuring:

Flintstones, Jetsons,
Yogi Bear, Scooby Doo,
and More!

Novelty Items

- Plastic Mugs
- Squeeze Bottles
- Keychains
- Buttons
- Satin Pillows

LOOK FOR

JETSONS: THE MOVIE!

COMING THIS SUMMER

Also Featuring:

- 10 Original New Plush Families
- High Pile Families
- A Full Crane Toy Line

For further information: Call Stephen Lipkin or Jack Parker
Toll free 1·800·626·2947 (Outside MA) or 1·617·884·1700

NANCO

Nancy Sales Company 22 Willow Street Chelsea, MA 02150

© 1990 HANNA-BARBERA PRODUCTIONS, INC.
LICENSED BY: HAMILTON PROJECTS, INC.
© 1962, 1990 HANNA-BARBERA PRODUCTIONS, INC.
ALL RIGHTS RESERVED.

*Hanna-Barbera items not available for retail sale. For prize redemption only.

Sarasota, FL 34230-6467
(813) 351-2835

Dynamo Corp. **4605**
2525 Handley Ederville Road
Richland Hills, TX 76118
(817) 589-7699

Eagle Lift Co. **4006**
2401 W. Broadway
Council Bluffs, IA 51579
(712) 322-1111

East Coast Design **4813**
700 Reading Ave.
P.O. Box 681
Hammonton, NJ 08037
(609) 567-1700

Entertainment Enterprises **3310**
25 Hutcheson Place
Lynbrook, NY 11563
(516) 593-5050

Exidy Inc. **1500**
196 Fair Oaks Lane
Atherton, CA 94027
(415) 325-5814

Eygo Co. Ltd./Bestco Intl. **2108**
P.O. Box 167873
Irving, TX 75062
(214) 258-1227

Gamco International **3104**
2153 10th St.
Sarasota, FL 34237
(813) 366-1133

Games For Gain **4111**
1431 W. Fry St.
Chicago, IL 60622
(312) 733-1755

Gametek Inc. **4810**
2999 N.E. 191st St.
Suite 800
N. Miami Beach, FL 33180
(305) 935-3995

Gift Creations Inc. **4815**
10301 Norris Ave.
Arletta, CA 91331-2219
(818) 896-7466

Grand Products Inc. **1618**
425 Meyer Road
Bensenville, IL 60106
(708) 766-8282

Grayhound Electronics **1604**
P.O. Box 1697
Toms River, NJ 08755
(201) 341-5200

Great Lakes Dart Distrib. **4011**
4454 S. 108th St.
Greenfield, WI 53228
(414) 425-7287

HMS Monaco Et Cie Ltd. **1518**
135 W. 20th St.
New York, NY 10011
(212) 691-9000

Hantarex Corp. of America **2409**
1261-I Wiley Road
Schaumburg, IL 60173
(708) 843-7226

Happ Controls Inc. **3038**
106 Garlisch Drive
Elk Grove Village, IL 60007
(708) 593-6130

Hayes Specialties Corp. **4817**
1761 E. Genese
Saginaw, MI 48601
(517) 755-6541

Hi Tech Amusements Inc. **3237**
3701 N.W. 16th St.
Lauderhill, FL 33311
(305) 583-6066

Hollywood Crane Merchandiser **2300**
8044 Lankershim Blvd.
North Hollywood, CA 91605
(818) 767-0981

I-Vics Inc. **2214**
1900 Wyatt Drive, Suite 3
Santa Clara, CA 95054
(408) 492-1296

Imperial International **4515**
1270 Valley Brook Ave.
Lyndhurst, NJ 07071
(201) 507-0936

Impressment Plus **2416**
6217 Factory Road
Crystal Lake, IL 60098
(815) 455-2031

Innovative Concepts in Entertainment Inc. **2209**
1501 Kensington Ave.
Buffalo, NY 14215
(716) 833-0481

Intermark Amusements Inc. **2014**
1711 W. Rose Garden Lane
Suite 4
Phoenix, AZ 85027
(602) 780-0112

Irem/Fabtek **905**
8335 154th Ave. N.E.
Redmond, WA 98052
(206) 882-1093

J-S Sales Co. Inc. **2015**
5 S. Fulton Ave.
Mt. Vernon, NY 10550
(914) 668-8051

DON'T LET YOUR LOCATIONS BE LEFT BEHIND!
VAPOR TRAIL™
At last:
An exciting new
2-player vertical kit
and upright!
See your Data East distributor or contact:
Data East USA, Inc.
1850 Little Orchard Street,
San Jose, California 95125.
(408) 286-7074.
SEE US AT
ACME SHOW BOOTH #1505
THE PRICE IS RIGHT!
DATA EAST
© 1990 DATA EAST USA, INC.

Jaisy Inc. **4800**
227 Broadway
Santa Monica, CA 90401
(213) 395-3490

Jaleco USA Inc. **3221**
310 Era Drive
Northbrook, IL 60062
(708) 480-1811

Konami Inc. **2000**
900 Deerfield Parkway
Buffalo Grove, IL 60089-4510
(708) 215-5100

Kramer Mfg. Co. **1009**
K1650 Oak St.
Lakewood, NJ 08701
(201) 367-7819

L.A. East **3233**
127 Union St.
Hatfield, PA 19440
(215) 362-2890

Laramie Interests **1613**
3635 Willowbend
Suite 318
Houston, TX 77054
(800) 237-5874

Lazer-Tron **3224**
7042B Commerce Circle
Pleasanton, CA 94566
(415) 460-0873

The Leland Corp. **1205**
1841 Friendship Drive
El Cajon, CA 92020
(619) 562-7000

Lin Lyn Trading **3330**
P.O. Box 67
North Salt Lake, UT 84054
(801) 298-5601

Lock America Inc. **2111**
7251 M Garden Grove Blvd.
Garden Grove, CA 92641
(714) 373-2993

Loewen-America Inc. **3121**
5207 N. Rose St.
Chicago, IL 60656
(312) 992-2280

Mars Electronics **1100**
1301 Wilson Drive
West Chester, PA 19380
(215) 430-2819

Mayoni Enterprises **3001**
10340 Glenoaks Blvd.
Pacoima, CA 91331
(818) 899-2488

Meltec Inc. **2021**
1550 B Las Plumas Ave.
San Jose, CA 95133
(408) 923-1302

Merit Industries **4019**
2525 State Road
Bensalem, PA 19020
(215) 639-4700

Midway Manufacturing **3110**
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240

Mobile Record Service Co. **1401**
2716 Penn Ave.
Pittsburgh, PA 15222
(412) 391-8182

Muncie Novelty Co. **4109**
P.O. Box 823
Muncie, IN 47308
(317) 288-8301

Nadel & Sons Toy Corp. **3029**
915 Broadway
New York, NY 10010
(212) 254-1677

Nanco/Nancy Sales Co. **1003**
22 Willow St.
Chelsea, MA 02150
(617) 884-1700

National Ticket Co. **3030**
216 Hart St.
Houston, PA 15342
(412) 745-8717

Nintendo of America **1305**
4820 150th Ave. N.E.
Redmond, WA 98052
(206) 882-2040

Patt Supply Corp. **1001**
1335 S. Michigan Ave.
Chicago, IL 60605
(312) 939-7616

Penn-Ray **3200**
3161 A State Road
Bensalem, PA 19020
(215) 638-4720

Pioneer Laser Entmt. **2204**
22010 S. Wilmington Ave.
Suite 201
Carson, CA 90745
(213) 518-4531

Plateau Inc. **3128**
One Plateau Lane
Tracy City, TN 37387
(615) 592-2000

Playfair Shuffleboard **4105**
7021 Bluffton Road
Fort Wayne, IN 46819
(219) 747-7288

Our CD Juke comes with so much gold and platinum, you could be doing record business.

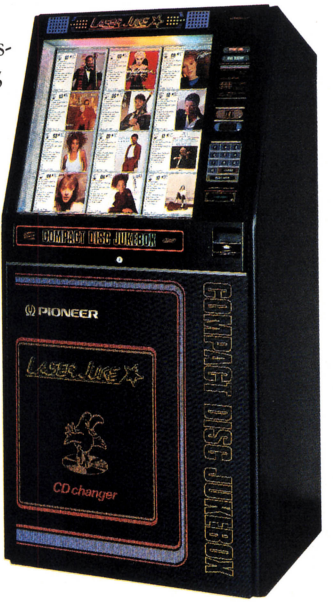
Ever imagine the juke that would revolutionize the industry? Well, you're in business. Big business. Because the new, state-of-the-art CD Laser Juke is here. And, it's from Pioneer.

The genius is its flexibility. A design equal to the demand you anticipate from your various locations.

For openers, this juke holds anywhere from 1 to 54 discs. You can start with one disc changer which stores up to 18 separate 5" discs. And then, as need demands it, add another and then another. You can even program the juke to track information like which songs are played most often. Data which optimizes income.

But, that's Pioneer. Creating the only juke where every part, every piece is made and assembled by the world's foremost name in laser technology.

Right down to its incredible 4-way, eight speaker sound system, there is nothing hybrid about the CD Laser Juke from Pioneer. In fact, it means you're getting a few things only Pioneer can offer. Like quality, savings,



a better value for your investment. Plus, when you need it, access to the industry's largest national service network.

There's also the software. Pioneer's exclusive series of 5" compilation discs that guarantee gold or platinum with every single play. Top chart busters and proven favorites. An entire series of original recordings, with constant new releases, each one licensed through the world's largest clearing house representing every major record label.

Yes. It's a lot of music for the money. Especially when you consider most other jukes have only one or two hits per album. But, then, this is a lot of juke.

The revolutionary new CD Laser Juke, only from Pioneer. For a quick return on your investment, it's solid gold.

PIONEER®
The future of sound and vision.

© 1989 Pioneer Laser Entertainment, Inc., 22010 S. Wilmington Avenue, #201, Carson, California 90745 (213) 518-4531

Play Meter Magazine 900
6600 Fleur de Lis
New Orleans, LA 70124
(504) 488-7003

Plush-4-Play 3125
15661 Producer Lane
Unit M
Huntington Beach, CA 92649
(714) 893-8099

P.M.I. Toys & Novelties 3319
2050 Stemmons Freeway
Suite 7882
Dallas, TX 75258
(800) 638-3833

Pop-A-Shot 3129
P.O. Box 1073
Salina, KS 67402
(913) 827-6336

Premier Technology 4618
759 Industrial Drive
Bensenville, IL 60106
(708) 350-0400

Prizes! 2408
5452 McFadden St.
Huntington Beach, CA 92649
(714) 891-1710

Quality Plush 2400
430 Main St.
Jefferson, LA 70121
(504) 833-8448

Quantum Industries 2311
336 Stamm Road
Newington, CT 06111
(203) 667-7655

RB Products Ltd. 4008
4801 Keele St., #47
Downsview, ON M3J 3A4
Canada
(416) 665-6501

RePlay Magazine 4107
P.O. Box 2550
Woodland Hills, CA 91365
(818) 347-3820

Rock-Ola Mfg. Corp. 4003
313 S. Rohlwing Road
Addison, IL 60101
(708) 629-9200

Roger Williams Mint 3000
79 Walton St.
Attleboro, MA 02703
(508) 226-3310

Romstar Inc. 1605
22857 Lockness Ave.
Torrance, CA 90501
(213) 539-2744

Rosette Inc. 2320
P.O. Box 2325
Bala Cynwyd, PA 19004
(215) 668-8392

Roth Novelty Co. 3225
333 N. Pennsylvania Ave.
Wilkes-Barre, PA 18702
(717) 824-9994

Rowe International 4301
75 Troy Hills Road
Whippany, NJ 07981
(201) 887-0400

Scan Coin 1015
203 Elden St.
Herndon, VA 22070
(703) 471-6510

Seeburg Corp. 4100
1105 Westwood Ave.
Addison, IL 60101
(708) 543-1270

Sega Enterprises Inc. USA 1405
2149 Paragon Drive
San Jose, Ca 95161-0550
(408) 435-0201

Seidel Amusement 2010
Box 11162
Albuquerque, NM 87192
(505) 298-6994

Sharp Image Electronics 3035
9834 Glenoaks Blvd.
Sun Valley, CA 91352
(818) 767-8855

The Silent Partner 2309
Allstar Music Inc.
3441 South Park
Springfield, IL 62704
(217) 793-3350

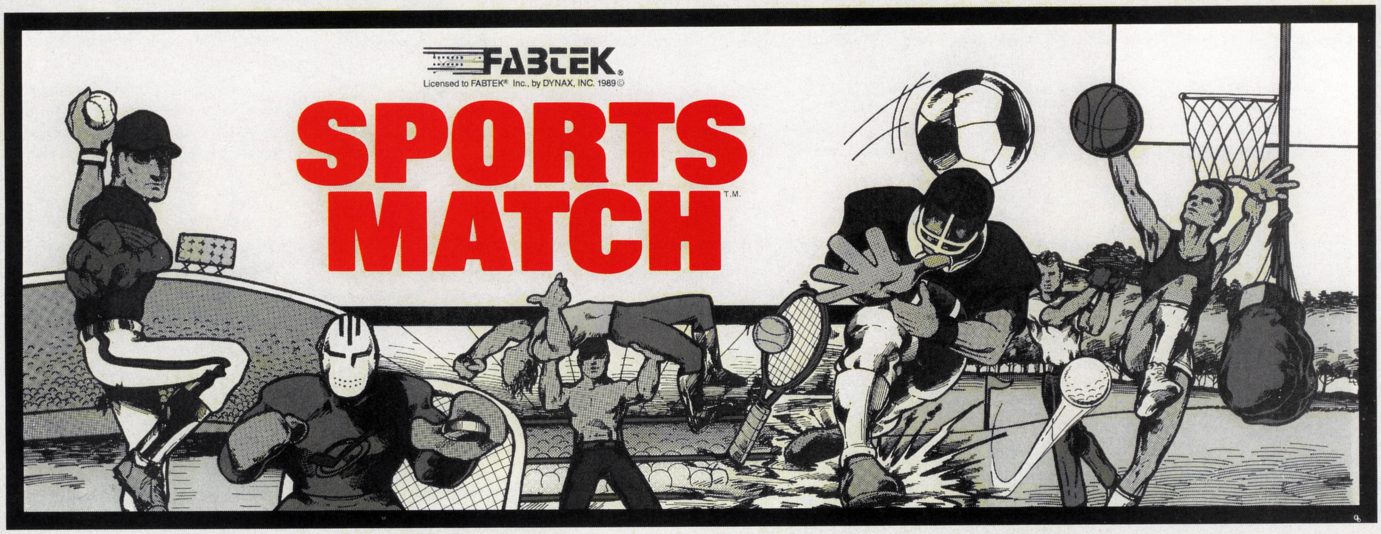
Skee-Ball Inc. 2115
Eighth & Maple Sts.
Lansdale, PA 19446
(215) 362-0300

Slots-R-Us Inc. 2210
1676 S. Congress, Suite 58
Palm Springs, FL 33462

Smart Industries Corp. 4705
1626 Delaware Ave.
Des Moines, IA 50317
(515) 265-9900

SMS Mfg. Corp./Coastal Amusement Distributors 513
601 Prospect St.
Lakewood, NJ 08701
(201) 370-3030

SNK Corp. of America 4205
246 Sobrante Way



If You Liked Tetris,™ You'll Love Sports Match™!

FABTEK
Licensed to FABTEK® Inc., by DYNAX, INC. 1989©
SPORTS MATCH™
Ask your authorized FABTEK distributor for details or call FABTEK at (206) 882-1093.

Give your mind a workout with FABTEK's new video game puzzle — Sports Match.

It's fast, fun and easy to play. Simply connect pairs of sports-related PIs (tiles) in a straight line or with one 90° turn. Clear the screen and move on to another more complex arrangement.

Challenge yourself or go head-to-head with an opponent. But, be forewarned, this game is downright addictive!

Sports Match – Is a horizontal kit that will fit conventional upright cabinets as well as most countertop and cocktail tables.

Ask your authorized FABTEK distributor for details or call FABTEK at ***(206) 882-1093.***

FABTEK, INC.®
8333 154th Avenue N.E.
Redmond, WA 98052

FABTEK®

© 1990 FABTEK
Sports Match is licensed to FABTEK, Inc. by DYNAX, Inc. 1989
TETRIS © 1989 Bullet-Proof-Software
© 1989 Nintendo

POKER ROLL

. . . a game of skill!

Player rolls five rubber balls ... then selectively discards unwanted balls ... and rolls again to improve hand!

High Earnings Through Repeat Play!

Fun For ALL Ages! A True Skill Game!

"Made With Pride in America"

Call for Complete Details!

Distributed Exclusively by:
Coastal Amusement Distributors Inc.
601 Prospect Street
Lakewood, NJ 08701 (201) 681-8900

FAX (201) 363-6329
TELEX # 132168

Manufactured by: SMS Manufacturing Co
Lakewood, NJ 087
1 (800) 221-0138
(201) 370-3030

Sunnyvale, CA 94086
(408) 736-8844

Sonic Reproduction Services 3235
927 Kifer Road
Sunnyvale, CA 94086
(408) 736-7912

S.O.S. Good Stuff Corp. 3133
11-25 Broadway
Long Island City, 11106
(718) 278-3310

Space Age Electronics Inc. 2312
26502 Golden Valley Road
Saugus, CA 91350
(805) 252-4400

Standard Change Makers Inc. 3328
422 E. New York St.
Indianapolis, IN 46202
(317) 639-3423

Stella International 4418
Borsigstrasse 26
4990 Luebbecke 1
West Germany
(5741) 40070

Strata Inc. 4718
709 W. Algonquin Road
Arlington Heights, IL 60005
(708) 437-2704

Superior Toy & Novelty 2110
1117 W. Eighth St.
Kansas City, MO 64101
(816) 842-2653

Taito America Corp. 4305
660 S. Wheeling Road
Wheeling, IL 60090
(708) 520-9280

Tavern Sports Intl. 3131
101 E. Erie St., #850
Chicago, IL 60611
(312) 266-9499

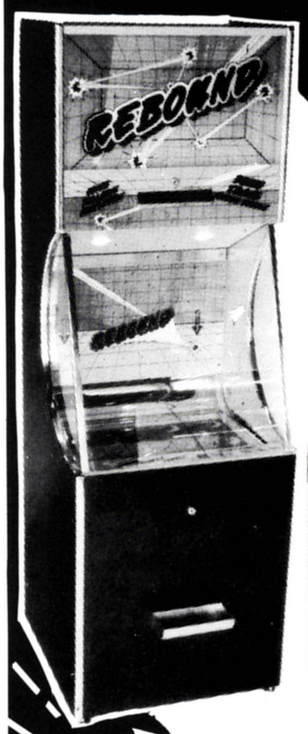
Tecmo Inc. 3100
18005 S. Adria Maru lane
Carson, CA 90746
(213) 329-5880

Tekbilt Inc. 4108
Huntingdon Valley Industrial
3979 Mann Road
Huntingdon Valley, PA 19006
(215) 322-3232

Tornado Table Soccer 2113
4959 Rendon Road
Ft. Worth, TX 76140
(817) 483-6646

Tourist Attractions & Parks Magazine 2208
401 N. Broad, Suite 226

WE DID IT AGAIN!
ART WARNER & WYLIE IRWIN
OF COIN CONCEPTS, INC.
WITH NEW WINNERS



REBOUND

JUMBO ELEPHANT

- Body Match Skill Game
- The New Mating Game
- Crompton Riviera-Silver Splash Pushers
- Belgium Jumbo & Carrousel Crane
- 5 Card Draw

Belgium Crane parts and Crompton parts in stock.
Your One Stop for Redemption Equipment

Coin Concepts, Inc.
12 EDGEBORO ROAD, UNIT 4
EAST BRUNSWICK, N.J. 08816
201-390-9009 • 1-800-462-COIN

THE
TURTLES
ARE COMING!!
Licensed Teenage Mutant Ninja Turtle Collector Pins —
CALL
1-800-777-0901
HMS Monaco et Cie Ltd.
The Leading Manufacturer of Custom-Made Jewelry for All Your Vending Needs
135 WEST 20 STREET • NEW YORK, NY 10011 • (212) 691-9000

Billiard Cloth
Mali
&
FORSTMANN®
Available through distributors
All Grades and Colors,
ORDER DEPT:
TOLL FREE – 800-223-6468
NEW YORK – 212-475-4960
The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

Philadelphia, PA 19108
(215) 929-9744

U.S. Amusement Auctions **3202**
2415 W. Amherst
Bloomington, IN 47404
(812) 333-9939

U.S. Games **3324**
5825-B Peachtree Corners East
Norcross, GA 30092
(404) 441-2910

U.S. Indoor Golf **1600**
220 Bush St.
Suite 660
San Francisco, CA 94104
(415) 781-1177

Valley Recreation Products **2100**
333 Morton St. Bay City, MI 48707
(517) 892-4536

Vari-Tech Intl. **3307**
4520 Spartan Industrial Drive
Grandville, MI 49418
(616) 538-4088

Vending Times Inc. **3317**
545 Eighth Ave.
New York, NY 10018
(212) 714-0101

Wico Distribution Co. **3020**
6400 W. Gross Point Road
Niles, IL 60648
(708) 647-7500

Williams Electronics **3105**
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240

Wonmar Partners Ltd. **4015**
5467 Highland Park Drive
St. Louis, MO 63110
(314) 535-8473

Coming up in Play Meter Magazine's April Issue:

ACME 90
AMERICAN COIN MACHINE EXPOSITION

WRAP-UP

QUICK ACTION TO TEST YOUR WACKABILITY!

wacky gator™

DATA EAST

See your distributor or contact Data East USA, Inc.
1850 Little Orchard Street, San Jose, CA 95125. (408) 286-7080.
© 1989 Data East USA, Inc.

namco
Designed by Namco

Frank Seninsky

Congressional tournament highlights conference

One of the most enjoyable and politically significant occasions of 1990 is the annual AMOA/AAMA Government Affairs Conference, which brings operators from all over the country to Washington, D.C., for an opportunity to meet one-on-one with elected officials. The finale of the three-day event is the Congressional Pinball/Basketball/Dart Tournament scheduled for Tuesday, May 1, in the Longworth House Office Building Cafeteria on Capitol Hill.

Commitments in the form of game donations have already been received from Williams/Midway, Smart Industries, and Merit Industries. There is a good possibility that the prizes will exceed $20,000! This tournament is a chance to involve congressmen in the "fun" aspect of our business and at the same time garner donations for each one's favorite charity.

There are separate tournament categories for congressmen, families of congressmen, and staff. Last year there were over 600 participants.

As in the past, cranes will dispense plush elephants and donkeys so everyone is a winner; additional coin-op equipment will also be on-site. The plush animals will be outfitted with tiny T-shirts bearing our name and new tournament logo along with an anti-drug slogan. Nancy Sales Co. of Chelsea, Mass., has agreed to take care of importing the plush and designing the shirts.

Steve Koenigsberg of State Sales in Baltimore has again agreed to set up the equipment, maintain the games, and act as a clearinghouse to sell them after the tournament. This event could not take place without his help.

Dock Ringo (l) of Ringo and Ball in Mineral Wells, Texas, and Ross Todaro (r) of TAVS Inc. in Bryan, Texas, with Rep. Jack Brooks (D-Texas), third place winner on Gottlieb/Premier's *Hot Shots* pinball in last year's tournament.

Tournament committee members include Ed Schultz, Gene Winstead, and Jim Ham. They will be calling plush manufacturers, distributors, and industry friends to solicit donations for this worthy cause. Last year, 100 dozen plush flags were won at the event. This year, I am hoping we will have enough funds to order sufficient plush so that one item can be personally presented to each congressman and senator as a remembrance.

In addition to this Tuesday event, a special Monday night gathering is planned. A location has not yet been confirmed, but I am hopeful that our industry can capitalize on this opportunity to reach out and make close and valuable contacts with our "friends" in Washington, D.C.

AMOA standardization committee update

The next industry standardization committee meeting will be March 8 at the American Coin Machine Expo (ACME) in Chicago. Among the hot new topics open for discussion are:

1. **The rewording of Standard 21,** which deals with optional dip switch settings on each game for: a) number of pulses needed for initial player; b) number of pulses required for second (or third or fourth) players; c) number of pulses required for continuation play and time (in seconds) that continuation play is available. Ten seconds is not enough time to get two pulses to register, and some operators may want to give players additional time to decide whether to continue.

2. **A standard size (length, width, thickness) for game marquees.**

3. **Proposed standards for universal cabinets.**

4. **Standard stud configurations for coin mech brackets so models of coin mechs can be interchangeable in any coin door.**

5. **Specifics for connectors (size, style) on power supply connectors.** It has been suggested that the 3-pin connector be rated for 600 volts, utilizing style #1991; that the female plug be on the line chord side with the male plug on the power supply side for safety; and that the 9-pin molex connector measure .093 inches between pins, utilizing style #1292-9. We will also discuss increasing this connector to (4 x 4) 12 pins as additional +12 volts and +20 volts will be required in the near future.

6. **To move the player scores around on video monitors to reduce phosphor burn so monitors can be better used for other games.**

7. **That all components of AMOA-approved games carry the Underwriters Laboratory Recognition stamp.** This label would indicate to an operator and game player (and the operator's insurance company) that the monitor, power supply, etc., has been checked for safety, x-ray emission, shock hazard, and flammability.

8. **Standardization and improvement of coin return buttons and coin door bezels using delron or nylon instead of acetate plastic.**

9. **To have the wire colors on all JAMMA wiring harnesses standardized.** This is one of the standards that I've been pushing for the last few years. Now that only a few harness shops make all the wiring harnesses for our industry, it debunks the hollow argument that having all the wire colors standardized could hold up production if one color is not available. This would not be the case; just substitute a different color with instructions saying: "What to do if you run out of orange wire..."

10. **The best way to put a bill acceptor onto a pinball machine.**

11. **Standardizing the connector sizes for microswitches and leaf switches so all wiring harness connectors will fit all control panels, coin doors, connectors, etc.**

There will be many more proposed standards to debate; this is just a sneak preview. Operator input is always appreciated and new ideas for standardization invited.

The Standardization Committee recently welcomed its newest member: Susan Silva, product marketing manager of Mars Electronics. Welcome aboard, Susan.

As always, keep cranking! □

Frank is chairman of the AMOA Government Relations/Washington Conference Committee and co-chairman of the AMOA Industry Standardization Committee; David Goudeau of Gerald's Amusements in Lafayette, La., is chairman of standardization.

Ted Furkin

A primer for those wary of computers and software

How many times have you promised yourself that this would be the year to buy a computer and automate your business? If you've gone into a computer store and felt intimidated by such computer terms as "hard disk," "floppy disk," "mega bytes," "rams," "roms," etc., you aren't alone.

A university on the East Coast was recently shocked by survey results that found 41 percent of its junior class to have little or no knowledge of how a computer worked. In this article, I will attempt to share some of my basic knowledge in a way that you will find easy to comprehend—I hope.

Let's start with the term "hardware." It is used to describe the computer, monitor, keyboard, printer, etc. These are things that you can see or touch. Next, let's compare the word "hardware" to a video game. *Pole Position* is a good example. Both have monitors where instructions are displayed.

When you look at *Pole Position*, you see a steering wheel, brake pedal, and other controls. Now look at a computer keyboard. Like the components of *Pole Position*, it controls and provides instructions to the computer. The two items are different, yet alike. The computer itself is a board with ICs, just like the board on *Pole Position*.

The second component of a computer system is the software. The major difference between a video game and a computer is the way the software is loaded. You are accustomed to seeing technicians change system games by changing the chips and marquees. With a computer, you usually load software from a floppy disk to a hard disk. A hard disk can be compared to a large filing cabinet. In your filing cabinet (hard disk), you can have a route management program in the top drawer and an accounting package in the center drawer. You are only limited by the size of your hard disk.

What's a computer? Maybe it's just a small video game in disguise! Now that your knowledge is more advanced than the junior class of our Eastern university, let's go back to the computer store. I would suggest choosing a computer such as IBM, Compaq, Radio Shack, or a comparable brand name that utilizes the MS DOS operating system. We also need to discuss some other items that you will need to operate your computer.

Color monitors are, of course, more expensive—but they are worth it in the long run. Your computer should also have a hard drive with 20 to 40 megabytes of storage and a 3-1/2" floppy disk drive for reasons of storage and durability. The computer should have at least 640k of ram and operate at AT speed. Of course, you will need a printer. All of these prices vary from brand name to clones. Regardless of your choice, make sure service is available locally. It is very difficult to use your computer if you have to ship it 500 miles away for service.

Learning to use it

The computer you just purchased can either become your friend or drive you to drink. Most of us can't afford, or probably can't find, a competent individual to help us master our new friend. But most computer stores offer a class called "Introduction to MS DOS." After a couple of three-hour classes, you should be able to successfully operate your new computer.

If after your class you do not feel comfortable with the computer, take the class again. Another option available for training is instruction by video tape. You can either rent or purchase such a tape, also titled "Introduction to MS DOS." The information you receive from the class or video tape is all you will ever need to utilize your new computer.

There are hundreds of different types of software on the market, such as accoun-

"Regardless of your choice, make sure that service is available locally. It's difficult to use your computer if it's being serviced 500 miles away."

CAESAR RULES

The Entire Electronic Darting Empire.

1600 AD TO NOW

featuring

PLATINUM by CAESAR™

The finest 80% Tungsten Soft-tip Dart ever manufactured.

SPINNING CHARIOT

BLACK JULIUS

and 11 others!

Hail to the Power to follow through

ALL THE NEW - DART WORLD INC. *ALL THE TIME*

SEE US AT BOOTH 4319

LYNN, MA

(617) 581-6035

IS IT SAFE TO GO IN THE WATER?

STOP BY AND SEE OUR **DART SHARK**

ting, word processing, etc. Probably the most important one to us as operators would be a route management program. We can hire accountants and secretaries, but it seems impossible to hire another you to make the day-to-day decisions.

A route management program should, first of all, be easy to use and allow you to choose processing options from a menu. Second, it must be fast. If you have to wait five minutes for a report and, like me, have no patience, you will soon find yourself frustrated. Another important option is the ability to provide the desired information on the screen and send the document to the printer for a hard copy. I have found that most reports sent to the screen are adequate; few ever need to be printed.

Computer-generated graphics can be one of the most effective marketing tools you will ever encounter. Instead of spending a lot of time on public relations in each location, computer-generated graphics can be produced that compare your location's activity from last year to the current year, on a month-to-month basis. This is very impressive to locations such as bars that have never seen graphs on their business activity.

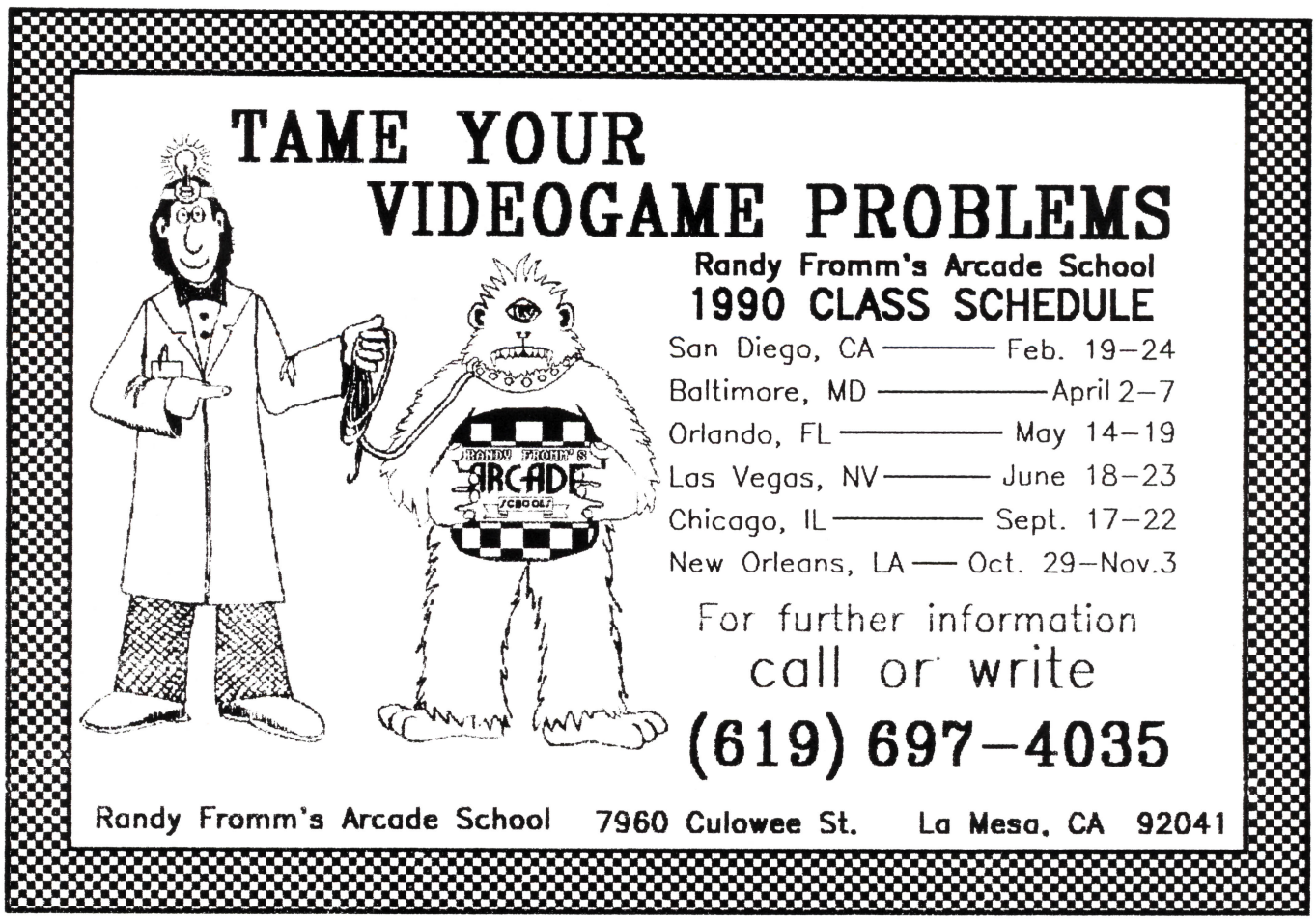
Graphics should also be generated by individual machines showing the fluctuations, which makes it easier for you to control your rotation without location interference. If you can show the location owner a line graph indicating income dropping on a particular machine, you will find it much easier to place the game in a new, more profitable location.

"I would suggest choosing a computer that utilizes the MS DOS operating system."

Regardless of which software package you start with—route management, word processing, or some other one—do yourself a favor by becoming familiar with each program one at a time. Trying to learn four to five new programs at the same time will prove to be a frustrating and time-consuming task. Each program is different; trying to absorb too much at one time can cause mass confusion.

I hope this article has helped you to better understand computers and their operation by removing the mystery that surrounds them. As we have previously discussed, computers are very similar to video games. When utilized properly, they can produce many operational and financial rewards. □

Ted Furkin is president of Allstar Music Inc. in Springfield, Ill. His computerized route management program, The Silent Partner, is a big favorite among operators.



AND NOW . . .
A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

PLEASE FOLD HERE

PLACE
STAMP
HERE

PLAY METER
agazine
P.O. Box 24970
New Orleans, LA 70184

READER'S RESPONSE

OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print your letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you prefer. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.

Unfair competition

I have owned and operated a 3,000 square foot video arcade and billiard room since 1977. I have been through the video boom and bust and have seen a lot of competition come and go. We are the only mom & pop store in a town of 80,000 plus 20,000 college students. I feel that the factories have no business being in the arcade business as long as there are thousands of operators and people like myself who support the factories.

This would be akin to GM or Ford opening "factory" dealerships in the same town as traditional dealerships and expecting no complaints. It seems plainly unfair and greedy. I may be missing something here, so I welcome the factories' point of view.

On the issue of 50-cent play and how to get it, it seems that our industry is in agreement that it is overdue. I feel that on most games, there is going to be too much resistance to 50-cent play. In this case we may need to make the transition gradually. The best idea I've read about is two lives for 25 cents, five lives for 50 cents. This gives the consumer a choice of additional value and begins to open the door for straight 50-cent play on better games. The factories need to help us by offering this pricing option on dedicated games and kits.

A couple of minor things I'd like to see are no plexiglass screens and front door access volume on dedicated and kits.

Dan Holcomb
Odyssey Fun Center
Fort Collins, Colo.

Promotions for success

Greetings from the snow capitol of the USA! December in Erie, Pa., was a record snowfall month. We had over 80 inches of snow! In spite of the weather, our game room was hopping. Why? Promotions! I recently acquired my facility and this is my first winter. The last 11 years of my life I was involved in broadcasting. That's where I learned promotions. Too many operators of non-mall locations don't make the most of their facility. We did two great promotions in December. The first was a tie-in with *WWF Super Stars*. I called the folks at Titan Sports and they gave me tickets to give away. The promotion—anyone who defeats Andre and The Million Dollar Man in the match wins tickets.

The second promotion was with a television station and General Cinema. The TV station gave away $5 in tokens and a Little Mermaid movie pass for two every day. Additionally, we gave away a birthday party a week. I was on the station for thirty 60-second commercials per week for free!

In February we did a tie in with TMNT. We worked with the local TV station that carries TMNT and gave away tokens, plush, TMNT cookies (that's right, they make them now!) and two passes to the premier of TMNT. Stay tuned.

My advise to everyone is don't sit back. Be creative and you'll succeed.

Putt-Putt Golf & Games
Erie, Pa.

Great games, great job

U.S.A. Games are tremendous for my locations. I love them. Merit and U.S. Games are to be complimented on their countertops. When will the young techs open some repair shops in California? We sure need them. Your last issue was full of knowledge from the Solomons of the industry. Great job Play Meter!

Mary's Video Games
Riverside, Calif.

50-cent play

Fifty-cent play is all over the pages of the last issue of your magazine, but no one (in manufacturing) is giving the operator a way to do it on video. The only company to help (that I've seen so far) is Capcom on its system games where you can set a switch for 50-cent start and 25 cents to continue.

I have tried this setting and have had good luck. I would like to see other companies go for either this or, like the pin companies, one play for 50 cents, three plays for four quarters.

We need it now!

Millbrue, Calif.

Wrong, but right

Regarding the letter of James Orr printed in your January issue: Isn't his math flawed? Isn't $2,797 times four quarters 11,188 plays, not $11,188 as stated?

He then goes on correctly by stating he needs 22,376 plays to pay for the piece. He mixed up dollars and game plays. Right or wrong?

He does, however, hit the nail right on the head. Unfortunately, everyone will sit on their hands as you mentioned.

Les Jacobs
Just For Fun Game Rooms
Chicago, Ill.

Irving L. Blackman

Can a business owner survive taxes after retirement?

The title sounds like the opening question of a soap opera. Maybe so, but this drama is the true story of a real-life family business owner from Tennessee. Let's call him Joe and the business Success Co. Here are the facts Joe related when he asked me to consult with him.

Joe is 66 and ready to retire after 35 years of building a family business. His son, Joe Jr., has been running the business on a day-to-day basis for 10 years and is ready to take over. Joe and his wife own 100 percent of Success Co., a C corporation (tax-paying corporation) which makes about $125,000 a year after paying Joe a yearly salary of $100,000.

The business has leveled off and is not expected to grow much in the near future. Joe plans to quit working entirely, yet he figures he needs $100,000 a year for five more years from the business. This other income would be adequate for his retirement needs. Counting the face amount of his $300,000 in life insurance, Joe is worth a bit over $2 million; Success Co. is worth about $1 million.

This is what Joe's advisor told him to do: take a $50,000 salary and a $50,000 dividend for five years. Then, sell the business to Joe Jr., starting in year six. What terrible advice! Do you know why it would lead to a tax disaster? Here's some help.

First, let's consider the salary. Since Joe will not be working, the entire amount of salary would be considered "unreasonable compensation" by the IRS. The result: it would not be deductible by Success Co., but it would be taxable to Joe as a dividend (the tax consequences are explained below). In addition, the entire

salary would be subject to Social Security tax—a wasted cost of over $7,500 a year. Worse yet, Joe would lose his Social Security benefits.

Second, the $50,000 dividend falls into the tax trap of double taxation. The corporation pays tax on its profits for the first tax, and Joe pays a second tax on the dividend.

What should Joe do? It's simple: elect S corporation status and take zero salary. The unreasonable compensation and Social Security cost problems disappear. Also, Joe can draw his full Social Security benefits; the dividend trap is avoided. As an S corporation, Joe can draw out all current profits (estimated at about $225,000 per year), subject to only one tax.

Finally, let's consider the sale of Success Co. to Joe Jr.—also a lousy tax idea. Why? Well, there are three reasons. 1) He must pay tax on the money he earns but can't deduct the $1 million he must ultimately pay Joe; 2) Joe must pay tax on the profit from the stock sale; and 3) the stock sale proceeds will be included in Joe's estate.

Again, the key question: what should Joe do? He should start giving Success Co. to Joe Jr. at the rate of $20,000 a year. The family saves taxes three ways—Joe and Joe Jr. save income taxes, and Joe will save estate tax.

Yes, with proper planning, a business owner can survive taxes after retirement. But there's one warning: all of the details of Joe's tax plan—life plan, transfer plan, and estate plan—are not discussed here. You must find a tax expert to tailor your personal tax plans.

Having problems with succession?

Most successful business owners have led a double life—their business life and their family life. Were the lives separate? I'd say rarely; the two were usually intertwined. Sometimes there was great joy, sometimes there was great pain.

Sooner or later, in addition to all of the other problems a business faces, the problem of succession comes to the surface. Now, like it or not, if one or more of your children are active in the business, your business and family lives merge.

Most business owners, who have spent a lifetime turning problems and questions into opportunities, now seem to have a series of questions. Here are the typical questions I hear in practice:

- Do I sell to the kids?
- Do I give them the business?
- Who keeps control while I'm alive?
- Who keeps control after I die?
- How much will the IRS get when the kids take over?

Call About Our Oldies and CD Catalogues

We've Got Fun and Games

Your One Stop Distributor For

Service • Parts
Music • Vending
Records • Games

"Proud to be Your Exclusive Rowe & Williams Distributor in PA."

Amana Ovens • American Technos • Americorp • Arachnid • Capcom • Central Station Condiment • Coinco • Data East • Dixie Narco • Dynamo • EDC Condiment • Exidy • Fabtek • Gamco • Gametek • Grand Pdts • Grayhound • Hollywood • ICE • Klopp • Konami • Kramer • Leland • Litton/Menu Master • Lutech • Maka • Mars • Meltec • Merit • Nintendo • Romstar • Rowe Music & Vending • Ovens • SNK • Status • Taito • Tecmo • Valley • Williams

MOST LINES AVAILABLE DIRECT AT BOTH OFFICES

EASTERN DISTRIBUTORS

500 North 12th Street
Philadelphia, PA 19123

(215) 627-1000

In PA: 800-462-2981
In NJ & DE: 800-523-2804
FAX# (215) 627-6019

ATLAS DISTRIBUTORS

2231 Fifth Avenue
Pittsburgh, PA 15219

(412) 471-1704

In PA: 800-233-4407
FAX# (412) 471-2598

- How much will the IRS get when I die?
- How will the IRS value my business?
- How can I assure an income flow to myself and my wife?

But the toughest question for most business owners is this: how do I treat the children fairly? The question and solution are even more difficult if some of the kids are in the business while others are not.

The above sets the scene for those business owners who would like to put a transfer plan into effect for their business and family. Do they? Unfortunately, the answer is no; they procrastinate. Why? After years of practicing in this area, it has become painfully clear that business owners who do not know the right questions to ask, or who cannot get answers to their transfer-of-ownership questions, tend to do the same thing—nothing. What is even more interesting is that many owners look for, but cannot find, professional advisors who know how to solve their total transfer problems.

The transfer problems for any business family have two sides—the tax side and the human side. Usually, the tax problems are the easy stuff. It is the human side—the endless combinations of family objectives and situations—that causes the problems in practice.

"It is the human side of the transfer plan—the endless combinations of family objectives and situations—that causes the problems in practice."

Our CPA firm — Blackman Kallick Bartelstein—has decided to do something about the succession problem for family-owned businesses. The firm has started the Family Business Transfer Institute (FBTI). Its purpose is to educate and help family businesses (their owners, children, and professional advisors) put a family transfer plan into place. (For more information on FBTI, call (312) 207-1040.

Tax-free tuition savings bonds

The words "tax-free" are still an American favorite. Savings bonds used to pay for higher education are entitled to a special tax-free break. Here are the basic rules.

Only Series EE bonds purchased after 1989 qualify. Sorry, but a tax-free rollover of mature Series E savings bonds into Series EE doesn't qualify. The savings bond interest can be excluded from the gross income if it is used to pay for higher education for the taxpayer, a spouse, or dependents. What is considered a higher education expense? Tuition and fees are;

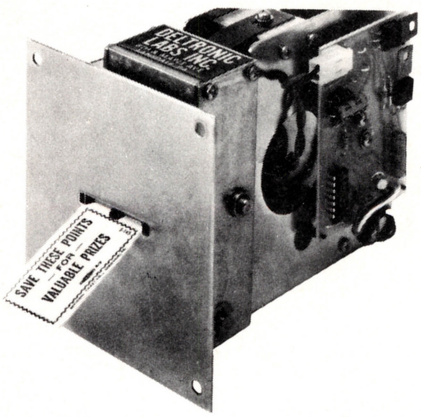
And Now.....
Presenting the Newly Appointed
Williams Electronics
Pinball/Video Distributor
In Illinois.....

★ **AMERICAN VENDING SALES** ★

AVS American Vending Sales, Inc.

750 Morse Avenue
Elk Grove Village, IL 60007
(708) 439-9400

THE TICKET DISPENSER —WITH EXPERIENCE



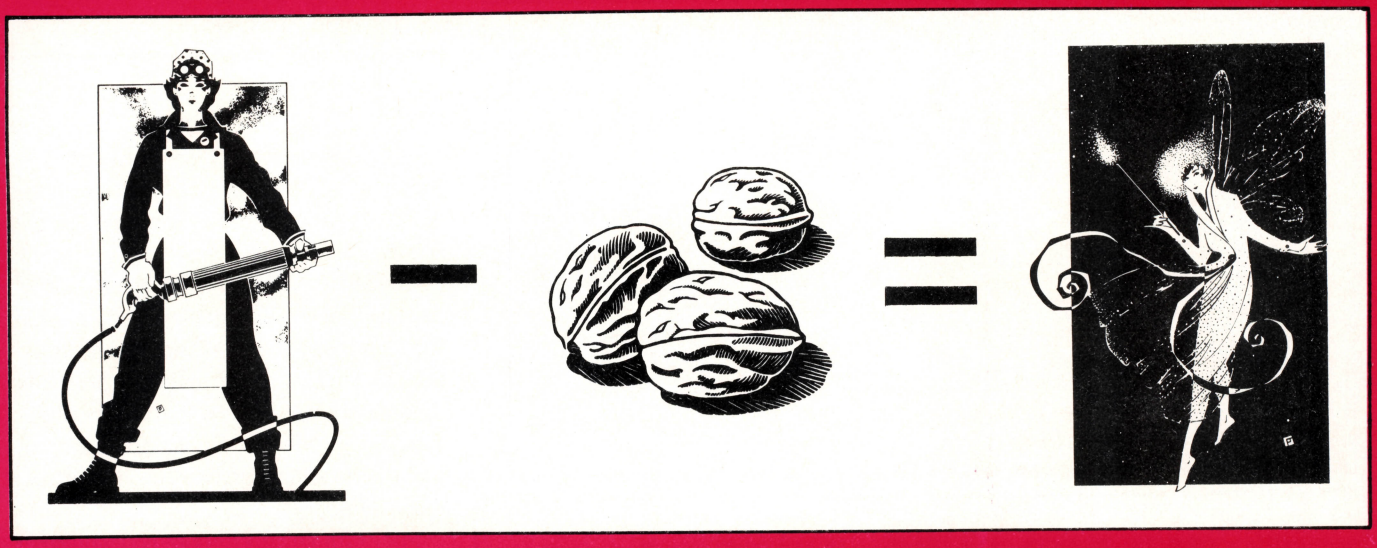
DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

DELTRONIC LABS, INC.
Eight & Maple Avenue • Lansdale, PA 19446
215/362-9112 • Telex 317054



We have the answer

C.A. ROBINSON & CO., INC.

SPRING SHOWS:

LOS ANGELES
Friday, March 30th

2891 W. Pico Boulevard
Los Angeles, CA 90006
Fax: 213-735-7322

(213) 735-3001

SAN FRANCISCO
Wednesday, March 28th

180 Utah Avenue
So. San Francisco, CA 94080
Fax: 415-588-8538

(415) 871-4280

REPRESENTING:

Arachnid • Arcadia • Ardac • Automatic Products • Bally • Choice Vend • Coinco • Data East Video • Dynamo •Exidy • Fabtek • Fixtur-World • Grand Products • Jaleco • Konami • Leland • Litton Microwave • Mars • Nintendo • NSM-Lions • Premier • RMI • Romstar • Sega • SNK • Sunsoft • Taito • Techos • Tecmo • USI • Valley • Wedges/Ledges • Williams

A PICTURE IS WORTH A THOUSAND SALES. . .

present your product effectively by using
Brilliant Photography in Creative Advertising
specializing in
Ads • Brochures
Catalogs • Sales Sheets
FOR THE COIN-OP ENTERTAINMENT INDUSTRY

christine findlay's Photo Graphic Arts

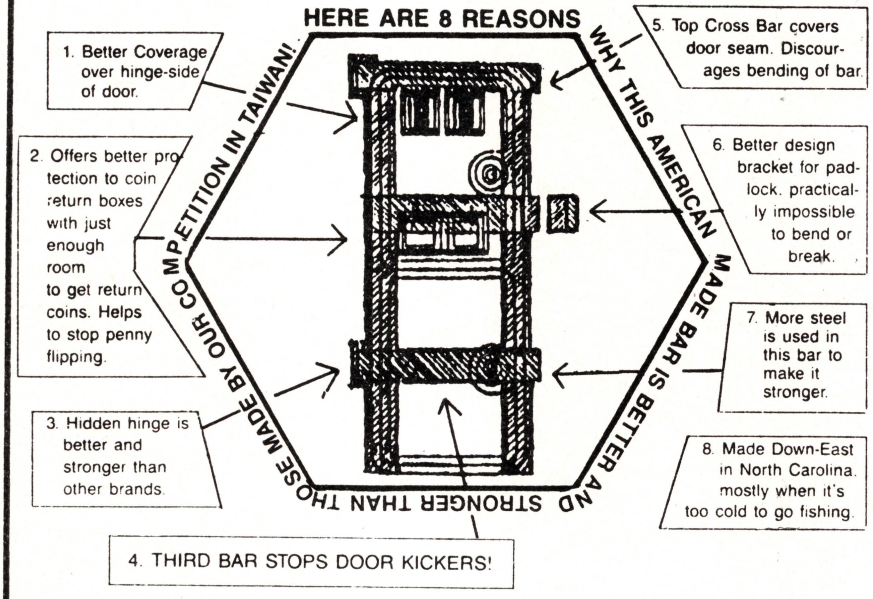
highway 36 at airport plaza, hazlet, n.j. 07730
phone: 201-264-2211 • fax: 201-264-7383

NEW

BAR FOR OVER-UNDER DOORS!
OR HOW A-1 PRODUCTS WINS FRIENDS AND INFLUENCES VANDALS!

WHEN A THIEF LOOKS AT THIS BAR, HE SEES A STOP SIGN!

Style S-24-ZX - SUPER STOPPER (PATENT PENDING)


HERE ARE 8 REASONS WHY THIS AMERICAN MADE BAR IS BETTER AND STRONGER THAN THOSE MADE BY OUR COMPETITION IN TAIWAN!
1. Better Coverage over hinge-side of door.
2. Offers better protection to coin return boxes with just enough room to get return coins. Helps to stop penny flipping.
3. Hidden hinge is better and stronger than other brands.
4. THIRD BAR STOPS DOOR KICKERS!
5. Top Cross Bar covers door seam. Discourages bending of bar.
6. Better design bracket for padlock. practically impossible to bend or break.
7. More steel is used in this bar to make it stronger.
8. Made Down-East in North Carolina. mostly when it's too cold to go fishing.

STEP UP TO QUALITY - IT MEANS BETTER PROTECTION

Distributed by WICO Distribution Co.
Stock #34-1634-00, ACME Booth #3020
Phone: 1-800-323-0765

For more information, phone:

A-1 PRODUCTS Or See Booth 1300

TOLL FREE: 1-800-STANS A-1 or 1-800-782-6721
PHONE OR FAX 1-919-728-5311
Rt. 1, Box 654A, Hwy. 101 BEAUFORT, NC 28516

TAX TIPS

room and board and books are not. The bonds must be purchased by someone at least 24 years old and be redeemed by the owner.

Can all taxpayers take advantage of this new tax break? No, income limits are a major stumbling block. Couples who file a joint return are entitled to the full tax break if their adjusted gross income is under $60,000. At $90,000 the tax break is zero, and the benefit is phased out in-between those numbers.

For example, at $75,000, you would get half of the benefit. The same principle applies for single filers and heads of households, except the key numbers are $40,000 and $55,000. Starting in 1991, their income levels will be adjusted upward for inflation. The income limits apply in the year that you redeem the bond. This means you must guess today what your financial status will be years down the road.

If you meet the income limits, the tax savings are worthwhile. Suppose you buy $2,500 worth of bonds that are redeemed for $5,000, then spend the entire $5,000 on tuition. The $2,500 in interest income would be tax-free, saving you $700 in a 28 percent tax bracket. This is an investment that must be checked out by all that might benefit.

The family tax bill and security sales

Those little kids have grown up a bit. Those little support dollars are now bigger with things like college and cars. One thing is certain, though: you can divide your family into two kinds of taxpayers, low-income and high-income family members. A basic tax-planning strategy is to shift income to the low-income members.

When you own appreciated securities that you want to sell, you are in a perfect position to implement tax savings. Don't sell the securities. Instead, give them to a low-income family member, who will make the sale. The family member stands in your shoes and must report the same amount of profit that you would have reported. One warning: your children must be 14 or older to benefit from their tax break.

By keeping the gift at $10,000 or under for each child for the year, you avoid the gift tax. You can double the gift-tax-free amount to $20,000 if your spouse joins you in making the gift. □

TECMO WORLD CUP '90

You are challenged to compete in the WORLD CUP!

Features of TECMO WORLD CUP '90:

- Strategic scoring action near the goal:
  - Overhead kicks
  - Diving head shots
- Realistic offensive & defensive fighting for control of the ball:
  - Kick pop-ups and ground shots on offense
  - Sliding block kicks and jumping blocks on defense
- Jamma harness
- 8-way joysticks allow angle shots
- Not complicated to play — it's fun!

Contact your nearest distributor or call:

TECMO, INC.

Victoria Business Park • 18005 S. Adria Maru Lane • Carson, CA 90746 • (213) 329-5880

TOLL-FREE 1-800-338-0336 • FAX: 213-329-6134

Joseph Arkin

Preparing for an IRS audit

Most people find the prospect of an IRS audit disturbing. Mustering the financial records necessary for an audit can be a tedious, time-consuming task. An IRS audit also means you may have to pay additional taxes and penalties, even if you exerted an honest effort to file correctly.

Despite the possibility of paying more money, you should not view an IRS audit as a challenging, threatening obstacle. Instead, you should understand what an audit entails and what your rights are as a taxpayer.

A taxpayer is subject to three different IRS audits. The **mail audit** is the most common IRS audit. The IRS simply requests verification of particular tax return items by mail.

The IRS may ask for a **desk audit**. This necessitates a personal meeting with an IRS representative. The representative will request documentation on particular deductions claimed on a return.

The most formal is the **field audit**. Here the IRS representative reviews the entire tax return at the taxpayer's home or office.

No one remains immune from an IRS audit. Under the Taxpayer Compliance Measurement Program, anyone filing a tax return becomes a candidate for an audit. Each year the IRS routinely asks for back-up documentation on 50,000 tax returns picked at random.

The likelihood of a non-random audit depends upon financial circumstances. As logic suggests, a higher reported income increases a taxpayer's chances for an audit because even unintentional errors create a larger opportunity for additional tax revenue.

Complex returns attract attention because they inevitably increase the potential for differences in tax law interpretation. Above average deductions for medical expenses, entertainment, home or auto expenses, charitable contributions, casualty losses, or alimony also draw the auditor's attention. And, a red flag also appears when tax return information doesn't correspond with the W-2 and 1099 forms employers supply to the IRS.

Since the IRS lacks the capacity to audit every return that suggests some discrepancy, they use "discriminate function analysis" to select the returns most likely to produce additional tax revenue. The analysis evaluates tax returns using income, investments, deductions, and a variety of other criteria to identify those statements most likely to include understated income or overstated deductions.

The IRS discriminant function analysis stands as a resounding success. Since the IRS began using the system, tax revenue resulting from audits has increased dramatically.

A taxpayer can take steps to reduce the potential for an audit. When appropriate, provide documentation with a tax return that includes complicated or unusual items. The documentation becomes a preventative measure.

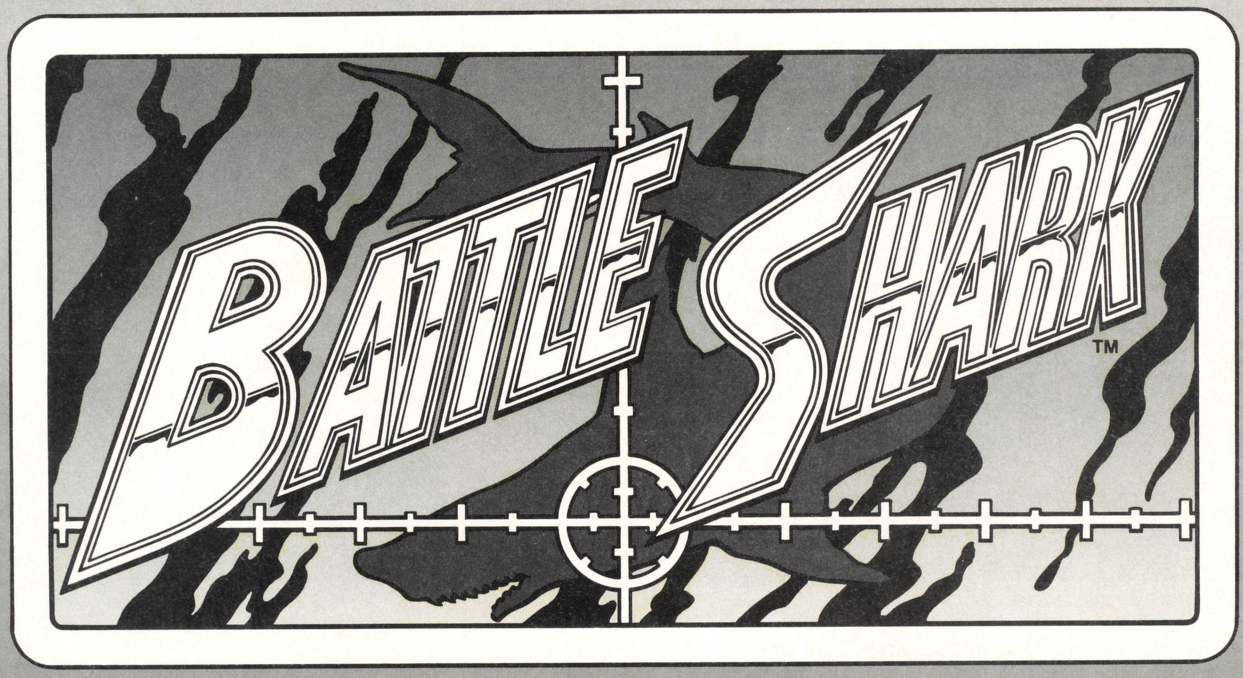
For example, supply a photocopy of a doctor's or hospital's invoice for an unusually large medical deduction. The photocopy provides stronger evidence for the deduction's validity than a taxpayer's canceled check.

Any taxpayer selected by the IRS should exert a conscientious effort to prepare for an audit to make the audit procedure less traumatic.

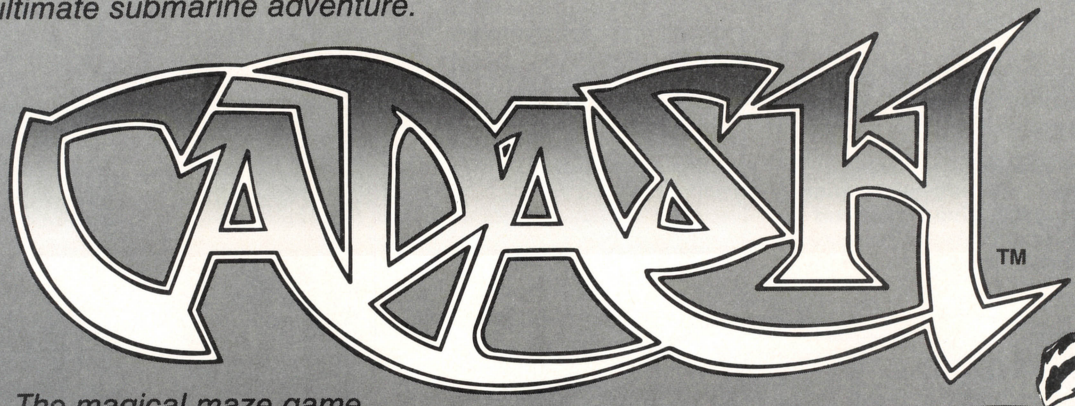
First, don't start with the assumption that the IRS agent comes with a vendetta. Most agents are reasonable professionals employed to complete their jobs efficiently with a minimum of inconvenience.

In any event, the IRS has the legal right to audit your records. Cooperate throughout the process. Human nature suggests that an obstinate taxpayer obstructing the audit process will irritate the IRS agent, resulting in a more intense audit and a greater likelihood of a negative outcome for the taxpayer.

Never stall an agent's effort to complete an audit. Stalling (such as saying an accountant has the records) suggests that you have something to hide. It becomes a signal for a more intensive audit by agents intent upon uncovering major discrepan-



The ultimate submarine adventure.



The magical maze game.

SPECIAL CRIMINAL INVESTIGATION

SCI ™

The high speed action shooting driving game with a proven earnings record.

Multiply your location profits 3-Fold.
Stop by booth 4305 and see how.

TAITO

If you're looking for a BLUE CHIP investment at a bargain price . . .

. . . it may just be a phone call away

Last year our SPECIAL OFFER was so successful that we're doing it again! In response to hundreds of letters and phone calls, you can still purchase

A COMBINATION SUBSCRIPTION
DRA PRICE GUIDE AND
PLAYMETER MAGAZINE
At a Substantial Discount for
Three More Months

A $125.00 VALUE NOW ONLY $99.00

THE TWO PUBLICATIONS EVERYBODY NEEDS
To keep up to date everything that's happening in the industry.

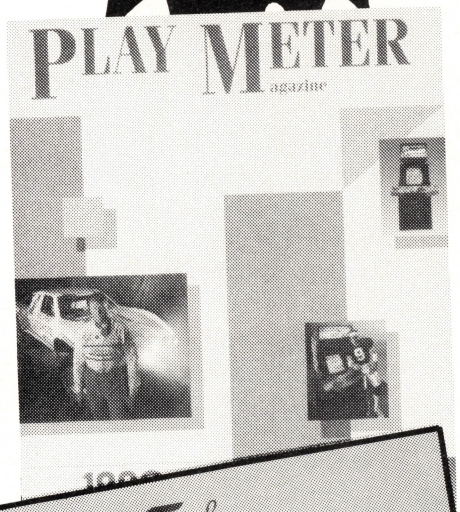
PLAY METER - The most widely read publication serving the game and music industry.

PLAY METER is full of information containing new product reviews, up to date industry news, technical topics & informative articles essential to coin machine people.

In addition, **PLAY METERS** National Equipment poll is a MUST for every game operator.

DRA PRICE GUIDE
Is intended to provide information concerning the value of new and used equipment. We do the research so you don't have to.

Convention Special
PLAYMETER
Reg. Price $50.00
DRA PRICE GUIDE
Reg. Price
Quarterly $75.00
Total $125.00
YOUR PRICE $99.00
A Savings of 20%

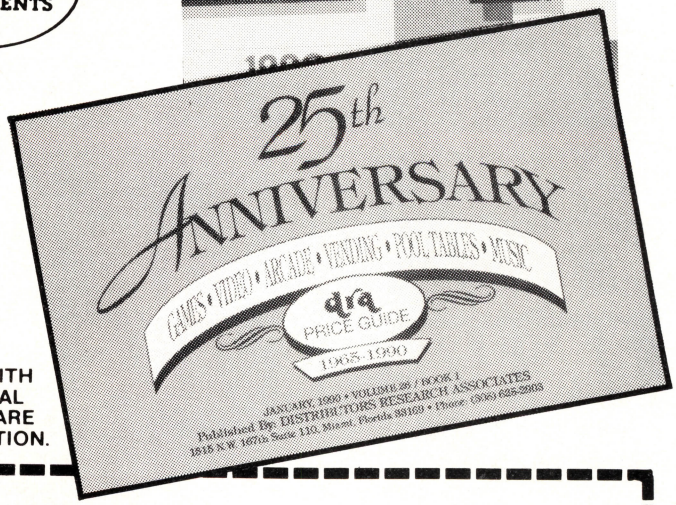


BUYING SELLING TRADING

INSURANCE LOSS CLAIMS

PROPERTY TAX ASSESSMENTS

We've been around a long time and most of you already know about us. To those of you who don't, briefly, this is what we do: Constant research make our DRA PRICE GUIDE an invaluable source of information. With out new easy to read and more complete quarterly, you have pages of vital information at your fingertips. The convenient price guide lists all the products of top manufacturers in the coin amusement and vending machine industry. For 21 years, Distributors Research Associates has been publishing the latest prices on trade in and reconditioned machines. Market quotations, wholesale and retail, and the basis for compilation by our local and national staff. We are a proven reference for tax purposes.



NOW WITH SPECIAL SOFTWARE (KIT) SECTION.

SUBSCRIBE NOW AND SAVE
For a limited time only a savings of almost 20%
PLAY METER plus DRA PRICE GUIDE
A $125.00 Value
COST YOU ONLY $99.00 per year

Offer good only with this coupon
SAVE TIME — ORDER BY PHONE
(305) 625-2903 or (504) 488-7003

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

PLEASE ENCLOSE PAYMENT Send Check or Money Order
(Rates slightly higher in Canada or Mexico)
Distributors Research Assoc., 1515 N.W. 167th St.
Miami, FL 33169

cies. If discovered, such discrepancies can lead to expensive civil penalties, as well as criminal prosecution.

When an agent calls, make an appointment within a reasonable time. Ask for a list of the items the agent wants to review. Providing the items cooperatively shows you aren't hiding anything. And the list also identifies the agent's focal point, which can suggest the need for additional information to support your position.

As an alternative to a personal response, you can refer the agent to your accountant. The agent and the accountant then make arrangements for the audit.

During the audit, provide the agent with enough desk space to lay out books and worksheets. Insure that he has adequate lighting, ventilation, and a quiet environment.

Don't dump a pile of papers on his desk and suggest that he search for what he needs. The IRS agent undoubtedly will question your attitude toward the audit. And the agent, confronted with a paper mess, can disallow the item in question. Passive resistance doesn't work.

Keep in mind that IRS agents are obligated to follow the agency's policies, even if recent lower court rulings may conflict. (The IRS can choose to ignore such conflicts until the Supreme Court rules on disputed matters.)

The agency's policies determine the results of the audit. The agent may rule that no change is necessary or he will decide to assess additional taxes.

If additional taxes plus penalties and interest are due, don't respond abusively. Presumably, the agent has completed his tasks properly. Aggressive argument seldom results in a change.

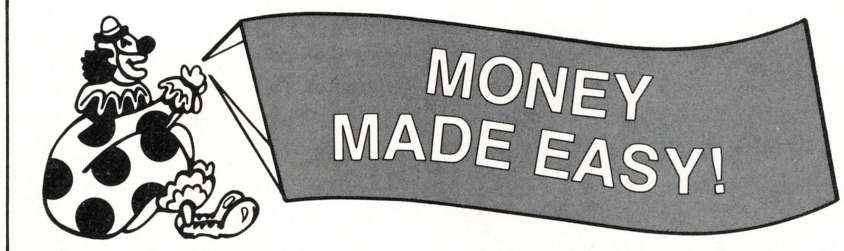
Instead, have your attorney or accountant argue points of law. They come versed in the case histories necessary to build arguments based on precedents rather than emotions.

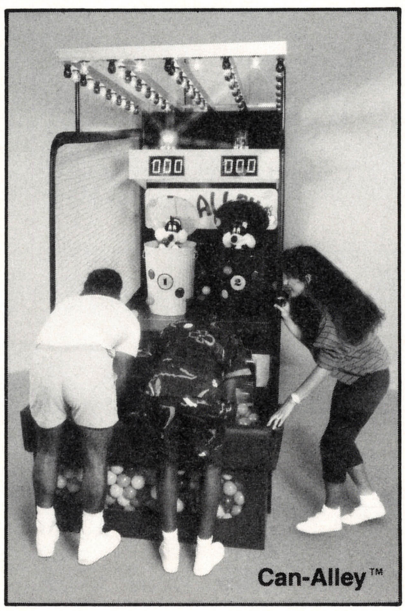
After the audit, the IRS will notify you by mail of the amount you owe or of the amount the IRS owes you. Any obligation due the IRS must be paid within 30 days. You can, however, appeal the IRS claim for payment.

Should appeals directly to the IRS prove unsatisfactory, you can file a claim in the U.S. Tax Court. There will be a filing fee for the appeal. A tax attorney's advice is essential.

A statute of limitations exists on the time the government has to audit tax returns. It has three years to challenge most returns. That limit extends to six years on returns that under-report income by 25 percent or more. No limit exists on auditing returns that the IRS can prove fraudulent. □

Joseph Arkin holds a BBA degree in accounting and an MBA degree in taxation.




Can-Alley™

Roll-A-Ball™
(Derby)

Family Fun Centers and arcades can be a great addition to your operation. They are excellent profit centers and they build traffic.

We are one of America's leading manufacturers of amusement games and we can help. Give us a call. We can help with games, prize stock, floor plans, redemption centers, and time-tested operating methods that make money.

If you've got questions, we've got the answers. With 20 years of experience, you can depend on us for all your amusement needs.

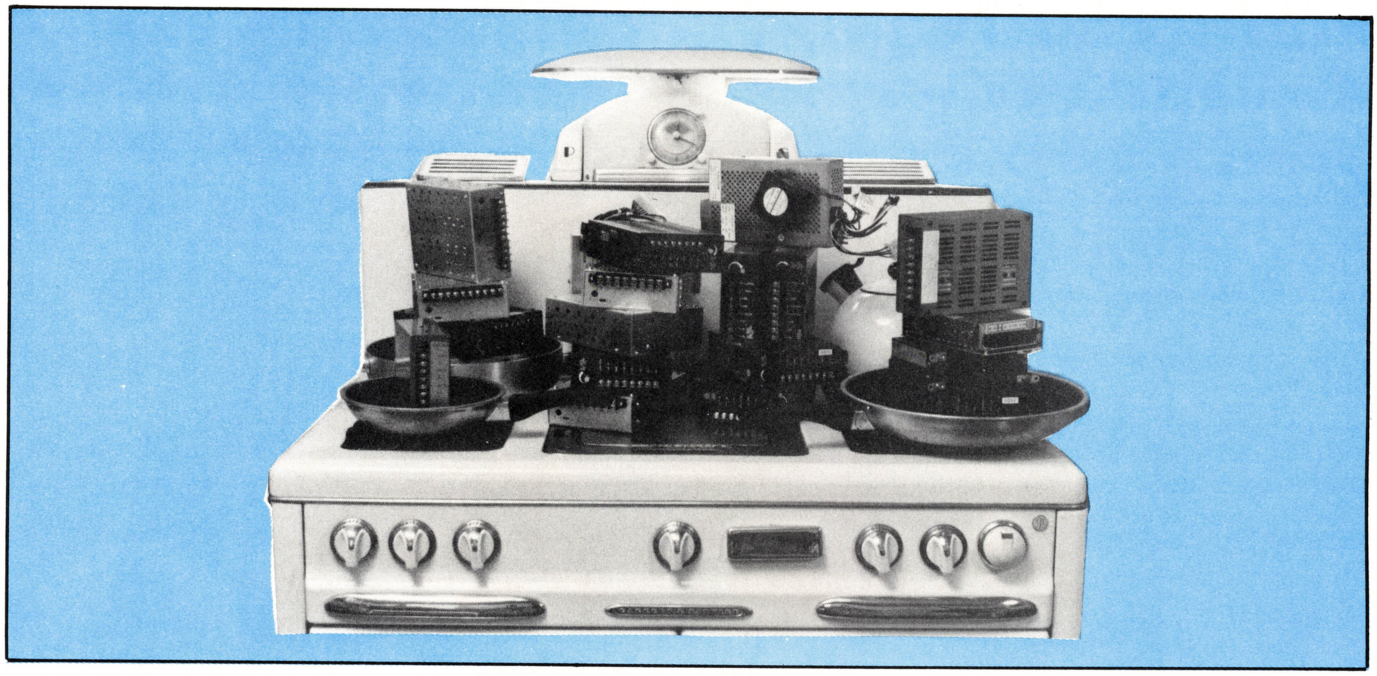
Bob's Space Racers, Inc.
427 15th Street
Daytona Beach, Florida 32117
Telephone: 904-677-0761
FAX 904-677-0794
Telex 249-238 RACER

Designers and manufacturers of games since 1970
©Bob's Space Racers, 1990

Bob's Space Racers

Randy Fromm

Power Supply Cook-off



"Which is the best power supply?" Good question!

It's a question I get asked fairly often. I set out to find the answer by contacting all the power supply manufacturers and distributors I could find. I invited each of them to participate in a "power supply cook-off," asking each to provide samples for testing and evaluation. The response was excellent, giving me a chance to look at most of the power supplies that are available to operators.

Evaluation and testing

Each power supply was examined and evaluated for any outstanding features of construction and design. Features such as the location of the voltage adjustment potentiometer, type of fuse, design, and construction were noted. The temperature rating of the output filter capacitors was also noted. These caps are rated at a maximum of 85 or 105 degrees Celsius. The higher rating is theoretically better for the longevity of the caps. The number of output filter stages was also noted. A two-stage filter is better at removing output "noise" than a single stage filter (see "ripple and noise" test, below).

The next step was the "burn-in" test. Each supply was connected to a load and operated for 24 hours at 50 percent load. In other words, a power supply that is rated at 12 amps was subjected to a load of 6 amps. To simplify matters, only the +5 volt output of each supply was tested. The 50 percent load burn-in was followed by a 100 percent load for an additional 24 hours. During the 100 percent burn-in, a fan was placed over the power supply to provide cooling, as recommended by the manufacturers. The only exceptions to this were the two power supplies that are distributed by Great Western, Inc. These supplies were fan-cooled during the 50 percent test, as the fans are built-in. With only one exception, all the supplies passed the burn-in test.

The electrical tests came next. The first of these tests was the "line regulation" test. Each supply was connected to a 110

NEO·GEO®

MVS®
MULTI VIDEO SYSTEM

GENERATIONS AHEAD!!!

SNK CORP. OF AMERICA UNVEILS THE MOST STATE OF THE ART HARDWARE SYSTEM EVER DEVELOPED FOR THE COIN-OP ENTERTAINMENT INDUSTRY AT:

ACME '90
MARCH 9, 10 & 11
BOOTH #4205

- SOFTWARE 1/3 THE PRICE OF CONVENTIONAL PCB'S.
- UP TO 6 TIMES MORE MEMORY THAN CONVENTIONAL PCB'S.
- A NEW DIMENSION OF SOUND QUALITY – REAL LIFE VOICE SYNTHESIS!
- REALISTIC CHARACTER MOVEMENT!

5 ALL-NEW TITLES TO BE INTRODUCED:

TOP PLAYERS GOLF
BASEBALL STARS PROFESSIONAL
NAM-1975
MAGICIAN LORD
RIDING HERO

- 25" MONITOR CABINET HOLDS UP TO 6 TITLES
- 19" MONITOR CABINET HOLDS UP TO 4 TITLES

SNK

SNK CORPORATION OF AMERICA
246 SOBRANTE WAY
SUNNYVALE, CALIFORNIA 94086
(408) 736-8844

© 1990 SNK CORP. OF AMERICA

volt AC input and a full load. The output was adjusted to exactly 5 volts DC. The AC input voltage was then adjusted down to 100 volts and back up to 130 volts using a variable AC transformer. To pass the test, the DC output had to stay within 5 percent of 5 volts. That is, it could not drop lower than 4.75 volts or rise above 5.25 volts. All the power supplies passed this test with flying colors. In fact, they all worked perfectly down to 80 volts! The ability to handle wide swings in input voltage is a nice feature of the switching regulator power supply.

The load regulation test was next. Each supply was connected to a 25 percent load and the output adjusted to exactly 5 volts DC. The output load was then increased to 100 percent. To pass the test, the output voltage must not have dropped more than 5 percent. As with the line regulation test, all the supplies passed this test as well. The ability to handle changing loads is another advantage of the switching regulator over conventional supplies.

The ripple and noise test followed. This test showed the amount of electrical "noise" that was contained in the +5 volt DC output of the supply. Noise is an undesirable characteristic of these supplies. It is created by the rapid switching of the driver transistors, sometimes causing "herringbone" interference patterns to appear on the monitor. The noise measurements were made at full load with a 100 MHZ Tektronix oscilloscope connected to the +5 volt DC output. The values obtained are peak-to-peak, with 60 HZ and high-frequency noise values summed. None of the power supplies had an unacceptable level of noise. However, the lower the noise, the better.

Short circuit or over-current protection (OCP) will shut down the power supply if the output becomes shorted. This is an important feature, as a switching power supply will bust a gut in an attempt to power a shorted load. Additionally, if an output diode in the supply fails (not an uncommon occurrence), the OCP will shut down the supply and prevent destruction of the switching transistor(s). The OCP test was simple. An ammeter was placed right across the output terminals of the supply. If the output current dropped to zero (or a fraction of an amp) the OCP was working properly. On the other hand, if the power supply pumped massive amounts of current into the shorted output, over current protection was obviously not included in the design or was not operating properly.

Some supplies feature a self-resetting, over-current protection circuit. If the supply shuts down due to an external short circuit, it will start automatically as soon as the short is removed. Others require that the AC input to the supply be removed for a few seconds before the supply will restart.

Over-voltage protection (OVP) protects the load from destruction should the output voltage of the power supply rise to an unacceptable level. This is a very rare occurrence in a switching power supply. The OVP circuits were not tested directly. Rather, the existence of an over-voltage protection circuit was determined by

POWER SUPPLY COMPARISON CHART

Manufacturer or Distributor	Model	+5 volt output (amps)	+12 volt output (amps)	-5 volt output (amps)	Noise (mv)	Filter stages	OCP +5	OCP +12	OCP -5	OVP	LED
A-One Electronics	AO-0511	11	1.0	1.0	38	2	.F.	.F.	.F.	.F.	.F.
Amusement Emporium	V1071	11	2.0	1.0	33	2	.T.	.T.	.T.	.F.	.F.
Amusement Emporium	V1072	15	2.0	1.0	38	2	.T.	.T.	.T.	.F.	.F.
Eago	53020-1	7	1.0	1.0	40	2	.F.	.F.	.F.	.F.	.T.
Eago	53020-2	12	2.5	1.0	48	1	.T.	.T.	.T.	.F.	.F.
Eago	53020-3	15	2.5	1.0	45	1	.T.	.T.	.T.	.F.	.F.
Entron	EN-1002	12	2.5	1.0	60	1	.T.	.T.	.T.	.T.	.T.
Exactron	8810 "Gold"	11	2.0	1.0	20	2	.T.	.T.	.T.	.F.	.F.
Great Western, Inc.	VPS-8	8	2.0	1.0	14	2	.T.	.T.	.T.	.T.	.F.
Great Western, Inc.	PSA-1614	17	6.2	0.3	20	2	.T.	.T.	.T.	.T.	.F.
Happ Controls	None	12	2.5	1.0	60	1	.T.	.T.	.T.	.T.	.T.
Hitron	HSA-130D	5	3.0	1.0	20	2	.T.	.T.	.F.	.T.	.F.
Hitron	HSA-130C	7	1.0	1.0	12	2	.T.	.T.	.F.	.T.	.F.
Hitron	HSA-130F	11	2.0	1.0	14	2	.T.	.T.	.T.	.T.	.F.
Hitron	HFA-130	15	2.0	1.0	40	2	.T.	.T.	.F.	.T.	.F.
Penn-Ray Sutra	17-976610 "Blue"	12	2.0	1.0	70	1	.T.	.T.	.T.	.F.	.F.
Phoenix	PS-PS1	12	2.0	1.0	33	1	.T.	.T.	.F.	.F.	.F.
Rariton	P505	10	1.0	1.0	28	2	.T.	.T.	.T.	.F.	.F.

New Product

Excaliber Video Kit-Kabinet™

The cabinet of the 21st century. It's innovative design gives it a life expectancy in excess of 10 years.

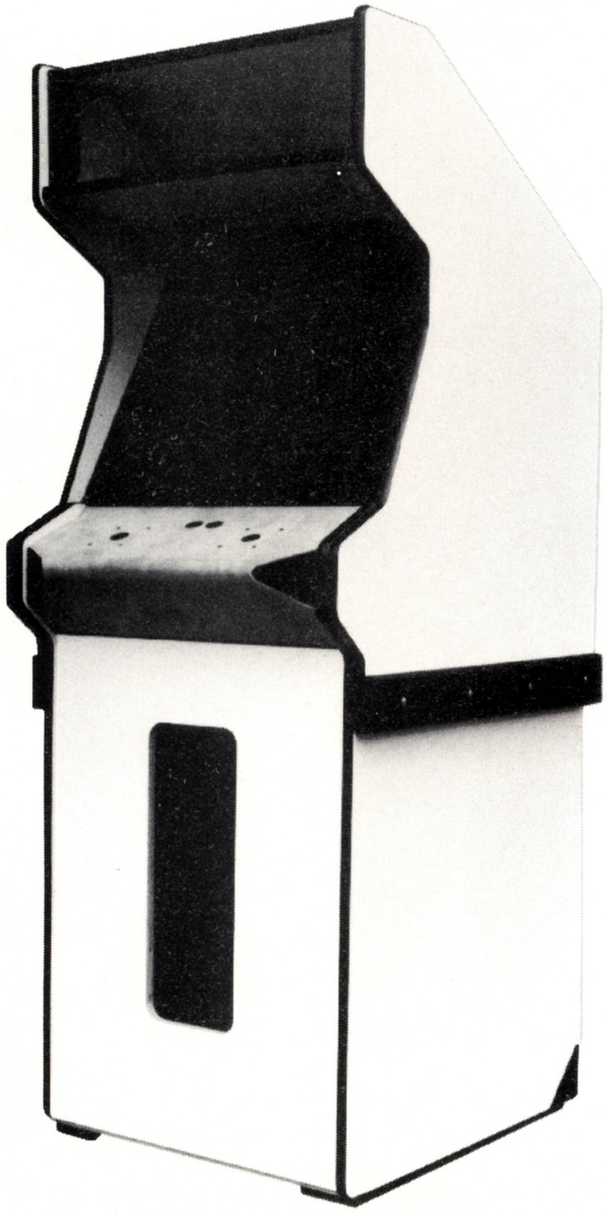
Interchangeable and replaceable panels makes this cabinet convenient and versatile.

The Kit-Kabinet accommodates 19", 25" or 27" monitors. Although with its unique space saving design its only 3" wider than a standard 19" video cabinet.

Light weight quality plywood construction lowers the base cabinet weight to only 180 pounds.

The most space saving design of all large monitor cabinets. Ideal for all street and arcade locations.

This unique, versatile Kit-Kabinet is designed to increase profitability in the competitive kit marketplace.



Special Features

- Removable and interchangeable slide-drawer system.
- Accommodating a 19", 25" or 27" monitor vertical or horizontal.
- Stronger than standard cabinets. Made of 100% high-quality durable plywood.
- All parts interchangeable or replaceable if damaged. Versatile enough that it can accommodate recycled parts from older machines.
- Rear steel corner protectors with enclosed 3" wheels for easy mobility.
- Handcups on the rear and bottom of the cabinet make for ease of vertical movement.
- Side impact bumpers for added protection, on location or in transit.
- Base model cabinet or fully loaded cabinet available.
- High pressure plastic finish available in Black or White.

INDUSTRIES
220 Robinhood Lane
Circle Pines, MN 55014

Call KD Industries for more information
Bus: (612) 786-7766
Fax: (612) 784-9628

Video Kit-Kabinet is a trademark of KD Industries. All copyrights apply

referring to the schematic diagram or by examination of the power supply itself.

A-One Electronics Co. Ltd.
Model #AO-0511 11 amp

This Korean-made supply uses a flyback design with 85 degree output capacitors. IC regulators are used to regulate the voltage of the +12 and -5 volt outputs. Two stage filtering is used.

This supply has two outstanding features: One is an easily accessible +5 volt adjustment potentiometer. The other is a full-sized fuse in an externally mounted fuse holder. A schematic diagram is included.

Distributed by: Space Age Electronics, Inc. 26502 Golden Valley Rd. Saugus, CA 91350 (805) 252-4400

Great Amusement Emporium
Model #V1071 11 amp

This is a typical pulse-width modulation (PWM) design that uses two stage filtering and 105 degree capacitors. It has a mini-fuse, mounted in a holder on the printed circuit board. It features over-current protection for all three outputs; +5 volts, +12 volts and -5 volts. There are two ground terminals. This unit comes with a schematic.

Great Amusement Emporium
Model #V1072 15 amp

This supply is identical to the 11 amp version but uses a larger heatsink and some additional capacitance to obtain the higher output current. Comes with schematic.

Distributed by: The Great Amusement Emporium 6880 South Emporia St. Englewood, CO 80112 (303) 790-0885 (800) 525-7059

Eago Company
Model #53020-1 7 amp

This is a cute little supply that uses a flyback design with two stage filtering and 105 degree capacitors. It uses IC regulators for the +12 and -5 volt outputs and comes in a nickel plated steel case that opens with the removal of just one screw! It also features an LED indicator on the +5 volt output. The mini-fuse is mounted on the printed circuit board in a fuse holder.

This is a good little "low-end" supply. It does have a drawback in that the terminal strip is really tiny, making it difficult to connect. The +5 volt adjustment potentiometer is also quite small, although it is conveniently located.

Eago Company
Model #53020-2 12 amp

This supply uses a PWM design with a single stage filter and 105 degree capacitors. Features include a board-mounted mini-fuse in a fuse holder and an easy access +5 volt adjustment. It comes with an AC line cord and a bag of terminal connectors. The case comes off easily with just four screws.

Model #53020-3 15 amp

The 15 amp 53020-3 is almost identical to the 53020-2 rated at 12 amps. The difference is in the switching transistors themselves. Instead of using TO-220 package transistors (as found in just about all the other PWM design power supplies), this supply uses high-current transistors in the larger TO-218 package.

All Eago power supplies are burn-in tested under full load.

Distributed by: Bestco International, Inc., P.O. Box 167873, Irving, Texas 75016.

Entron
Model #EN-1002 12 amp

The EN-1002 is a PWM design with single-stage filtering and 105 degree capacitors. The mini-fuse is mounted in a fuse holder on the printed circuit board. The case slides off easily with just four screws.

This supply features an easy-access voltage adjustment and an LED to indicate output from the +5 volt supply. There is also a switch to change the input from 110 VAC to 220 VAC, instead of the plug-and-socket arrangement found on most supplies. The supply also includes over-voltage protection and over-current protection for all outputs. Each of these power supplies comes with a test report. This report is generated by an automatic power supply test fixture that completes all the previously mentioned tests (and then some) in less than a minute! The test is proof that each power supply is individually tested. This goes a long way in reducing "out-of-the-box" failures. A schematic

POWER SUPPLY COMPARISON CHART
(Listed by output current)

Manufacturer or Distributor	Model	+5 volt output (amps)	+12 volt output (amps)	-5 volt output (amps)
Great Western, Inc.	PSA-1614	17	6.2	0.3
Hitron	HFA-130	15	2.0	1.0
Eago	53020-3	15	2.5	1.0
Amusement Emporium	V1072	15	2.0	1.0
Phoenix	PS-PS1	12	2.0	1.0
Penn-Ray Sutra	17-976610 "Blue"	12	2.0	1.0
Happ Controls	None	12	2.5	1.0
Entron	EN-1002	12	2.5	1.0
Eago	53020-2	12	2.5	1.0
Hitron	HSA-130F	11	2.0	1.0
Exactron	8810 "Gold"	11	2.0	1.0
Amusement Emporium	V1071	11	2.0	1.0
A-One Electronics	AO-0511	11	1.0	1.0
Rariton	P505	10	1.0	1.0
Great Western, Inc.	VPS-8	8	2.0	1.0
Hitron	HSA-130C	7	1.0	1.0
Eago	53020-1	7	1.0	1.0
Hitron	HSA-130D	5	3.0	1.0

We've just turned
bill acceptance for
games and amusements
upside down.

(Come see the exciting new Mars Electronics®
downstacker bill acceptor at Booth #1100 at the ACME Show.)

MARS ELECTRONICS
international

1301 Wilson Drive
West Chester, PA 19380
1-800-345-8215

RANDY FROMM'S
ARCADE
SCHOOLS

THE ORIGINAL!

ACCEPT NO SUBSTITUTIONS!

VIDEOTAPE TRAINING SERIES

Program #1 Basic Electronics — Approximately 30 minutes — $29.95
An introduction to basic electronics as it relates to electronic games. No heavy math or theory . . . Just a commonsense look at electronics and electronic terminology.

Program #2 Semiconductors — Approximately 30 minutes — $29.95
Semiconductors are electronic components like diodes and transistors. Many of the failures we encounter in electronic games can be traced to a semiconductor failure. This program covers the semiconductor components that are found in videogames and pinball machines. Topics include identification, testing and obtaining replacement components. This lesson is a **MUST** for the novice technician.

Program #3 Power Supplies Parts 1 & 2 — Approximately 60 minutes — $49.95
Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

Program #4 Raster Scan Monitors — Approximately 60 minutes — $49.95
The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

Program #5 The Digital Multimeter — Approximately 30 minutes — $29.95
The DMM is the single most important piece of test equipment you can use on your route. This lesson shows you how to use the DMM to make all of the tests and measurements necessary for repairing games. I believe this is the single most important program in the videotape training series.

Please send me the following tapes:

[] Program #1
[] Program #2
[] Program #3
[] Program #4
[] Program #5

[] I am enclosing payment in full.

[] Please send **C.O.D.**

Please make checks payable to:
Randy Fromm

Name:_____ Address:_____

City:_____ State:_____ Zip:_____

Randy Fromm's Arcade Schools • 7960 Culowee Street • La Mesa, California 92041 • (619) 697-4035

diagram is also included with each supply.

Distributed by: En'sco Co., Ltd., P.O. Box 81-110, Taipei, Taiwan, R.C.O. 886-2-713-8071.

Exactron
Model #8810 "gold" 11 amp

This PWM design power supply uses a special high-speed diode assembly to minimize output noise. Combined with a two-stage output filter and 105 degree capacitors, it has the lowest output noise of any of the PWM supplies tested; 20 millivolts. A full-sized fuse is installed in a board-mounted fuse holder. Includes a schematic diagram and a test report from an automated power supply tester.

Distributed by: J-S Sales Company, Inc. 5 South Fulton Ave. Mt. Vernon, NY 10550-5185 (212) 324-3830 (800) 431-2944

Great Western, Inc.
Model #VPS 8 8 amp

This power supply is very unusual for the video game industry, but not an uncommon design for other commercial applications. It uses a flyback design with two stage filtering and 105 degree capacitors. It is also worth mentioning that the VPS 8 has a whopping 9400 microfarads of output filtering for the +5 volt DC output. These features combine to give this power supply an ultra-low output noise of just 14 millivolts peak-to-peak.

The high-current switching transistor is in a modified TO-3 package, mounted on a heavy-duty, finned aluminum heatsink. The power supply is enclosed in a steel case and topped with a fan. The full-sized fuse is mounted in a holder on the board, with an access window for easy testing and replacement. This unit also features over-voltage protection.

There are a few drawbacks to this supply. One is that it does not have the type of terminal strip connections that are found in virtually all the other supplies. Instead, the AC power is connected to the supply as it is in computers and most test equipment, through an AC power receptacle (the AC power cord is included). The DC output is through connectors. The connectors may be replaced with the same type as the new AMOA standard connectors.

Another drawback is that the voltage adjustment potentiometer is mounted deep inside the supply and is completely sealed. Attempts to break the seal will result in destruction of the pot.

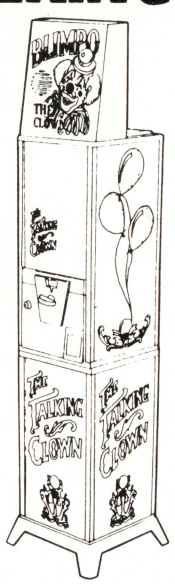
Great Western
Model #PSA-1614 17 amp

This is another unusual power supply from Great Western. It's an IBM AT clone power supply, rated at 165 watts. The +5 volt output is rated at 17 amps! This supply requires a minimum of 3 amps to be drawn from the +5 volt output to operate properly. As with the VPS 8, this supply has 9400 microfarads of output filtering and has a built-in fan. It produces very little output noise; just 20 millivolts at full load! The full-sized fuse is mounted in a fuse holder on the board. This unit also features over-voltage protection and

POWER SUPPLY COMPARISON CHART
(Listed by noise factor)

Manufacturer or Distributor	Model	+5 volt output (amps)	Noise (mv)	Filter stages
Hitron	HSA-130C	7	12	2
Great Western, Inc.	VPS-8	8	14	2
Hitron	HSA-130F	11	14	2
Exactron	8810 "Gold"	11	20	2
Great Western, Inc.	PSA-1614	17	20	2
Hitron	HSA-130D	5	20	2
Rariton	P505	10	28	2
Amusement Emporium	V1071	11	33	2
Phoenix	PS-PS1	12	33	1
A-One Electronics	AO-0511	11	38	2
Amusement Emporium	V1072	15	38	2
Eago	53020-1	7	40	2
Hitron	HFA-130	15	40	2
Eago	53020-3	15	45	1
Eago	53020-2	12	48	1
Entron	EN-1002	12	60	1
Happ Controls	None	12	60	1
Penn-Ray Sutra	17-976610 "Blue"	12	70	1

THE TALKING CLOWN & ROBOT BULK VENDORS

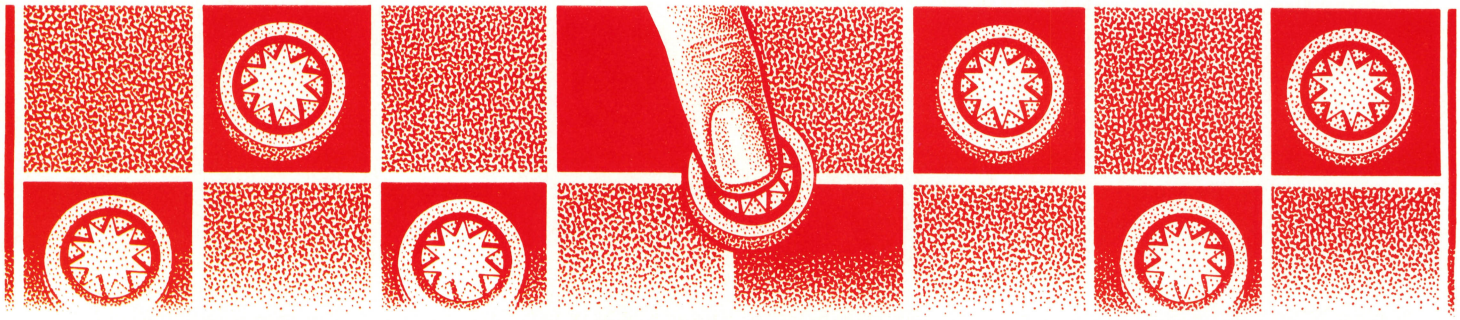


- VERY LOW PRICE
- ELECTRONIC VOICE CHIP
- BATTERY OPERATED (BATTERY WILL LAST 12 MOS.)
- COMPATIBLE WITH ALL EXISTING STANDS ON THE MARKET

IMPULSE BEGINS AND ENDS WITH MR. VEND!

Mr. Vend

(818) 718-6061



MAKE THE RIGHT MOVE!

WITH CENTRAL'S —

- SALES
- SERVICE
- AND ABOVE ALL, WISE ADVICE

REPRESENTING:

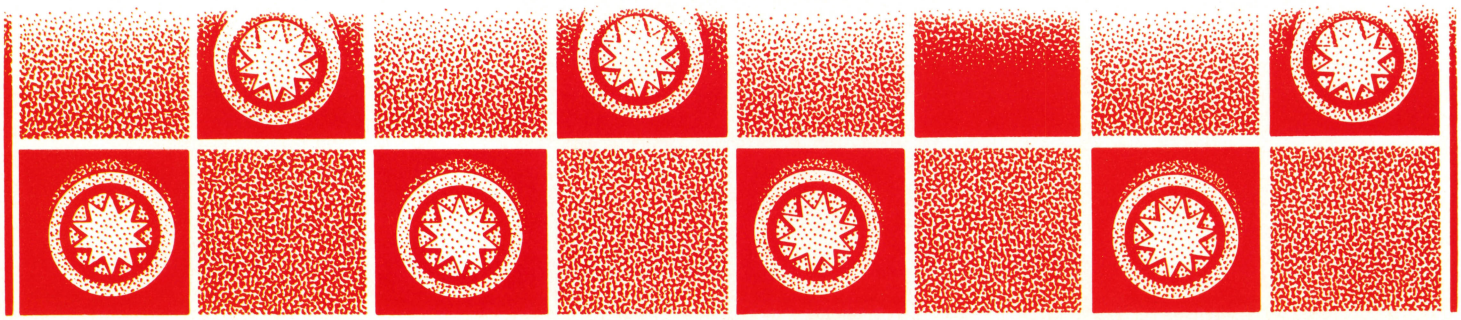
American Technos • Arachnid • Atari • Capcom • Data East • Dynamo Exidy • Fabtek • Jaleco • Konami • Leland • Merit • Nintendo • Romstar • Rowe Jukeboxes & Bill Changers • Sega • Smart • SNK • Taito • Tecmo • Valley • Williams and other key brands to please your players.

CENTRAL DISTRIBUTING COMPANY

3814 Farnam Street • Omaha, Nebraska 68131

402/553-5300

FAX: 402/553-8707



©DG 1990

comes with a six month, unconditional warranty.

On the downside, the +5 volt adjustment is not accessible without removing the case.

Distributed by: Great Western, Inc., 1300 Mohawk Blvd., Springfield, OR 97477; (503) 726-1813.

Happ Controls
12 amp

This 12 amp supply is almost identical to the Entron EN-1002. The differences are minor and superficial. Like the Entron supply, it has an easy access +5 volt adjustment, over-voltage and over-current protection, and an LED indicator.

Distributed by: Happ Controls, 106 Garlish Drive, Elk Grove Village, IL 60007; (312) 593-6130.

Hitron
Model #HSA-130D 5 amp

This supply features a flyback design and 105 degree output capacitors. It uses two-stage filtering and has a very low output noise of just 20 millivolts. The switching transistor is a heavy-duty TO-3 package mounted on a finned, anodized aluminum heatsink. The mini-fuse is mounted in a holder on the printed circuit board.

This supply also features over-voltage protection for the +5 volt output. Self-resetting, over-current protection is provided for the +5 volt and +12 volt outputs only. When the supply is overloaded, it screams like a banshee! That's a good indication that you've got an overload somewhere! All Hitron supplies are burn-in tested for 24 hours and are UL approved.

Hitron
Model #HSA-130C 7 amp

This model is almost identical to the 5 amp supply. A beefed-up transistor and some additional filtering boost the output current to 7 amps. This supply has the lowest noise of any of those tested, just 12 millivolts!

Hitron
Model #HSA-130F 11 amp

This power supply is the same as the two above, with some additional filtering. It also boasts two +5 volt terminals and two ground (DC common) terminals. The HSA-130F has the lowest noise output of the 11 amp supplies: 14 millivolts. Includes test report from automated power supply tester.

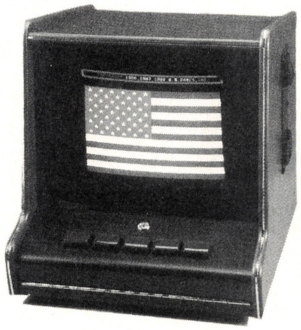
Hitron
Model #HFA-130 15 amp

This is Hitron's PWM power supply. It uses 105 degree capacitors and two stage output filtering. The mini-fuse is mounted in a holder on the board. An IC regulator is used for the -5 volt output.

This supply features a self-resetting OCP circuit for the +5 and +12 volt outputs only. It also has an OVP circuit. The high quality of this power supply is evident with its fiberglass printed circuit board (solder mask on the bottom), finned, anodized aluminum heatsinks and massive input and output filtering. The capacitors have been hot-glued together to prevent vibration from breaking the solder joints

FLORIDA'S NEW LOOK DISTRIBUTOR
ACME SPECIALS!!

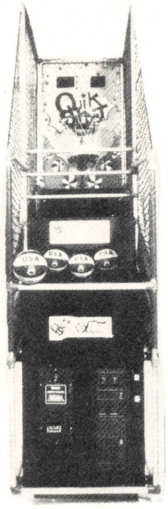
U.S. GAMES, INC.
Super Duper Casino
15 Games-in-one



$1295

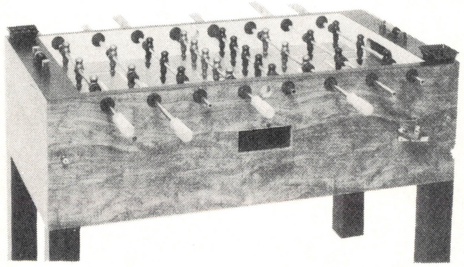
Design Plus

Score With Quik Shot



Basketball Game

$1,999



Tornado Table Soccer
The Standard of the Table Soccer

$999

Chermak Vending & Distributing
C D

new national 800# (800)780-PLAY
new 800# in FLA. (800)329-GAME
CALL US NOW

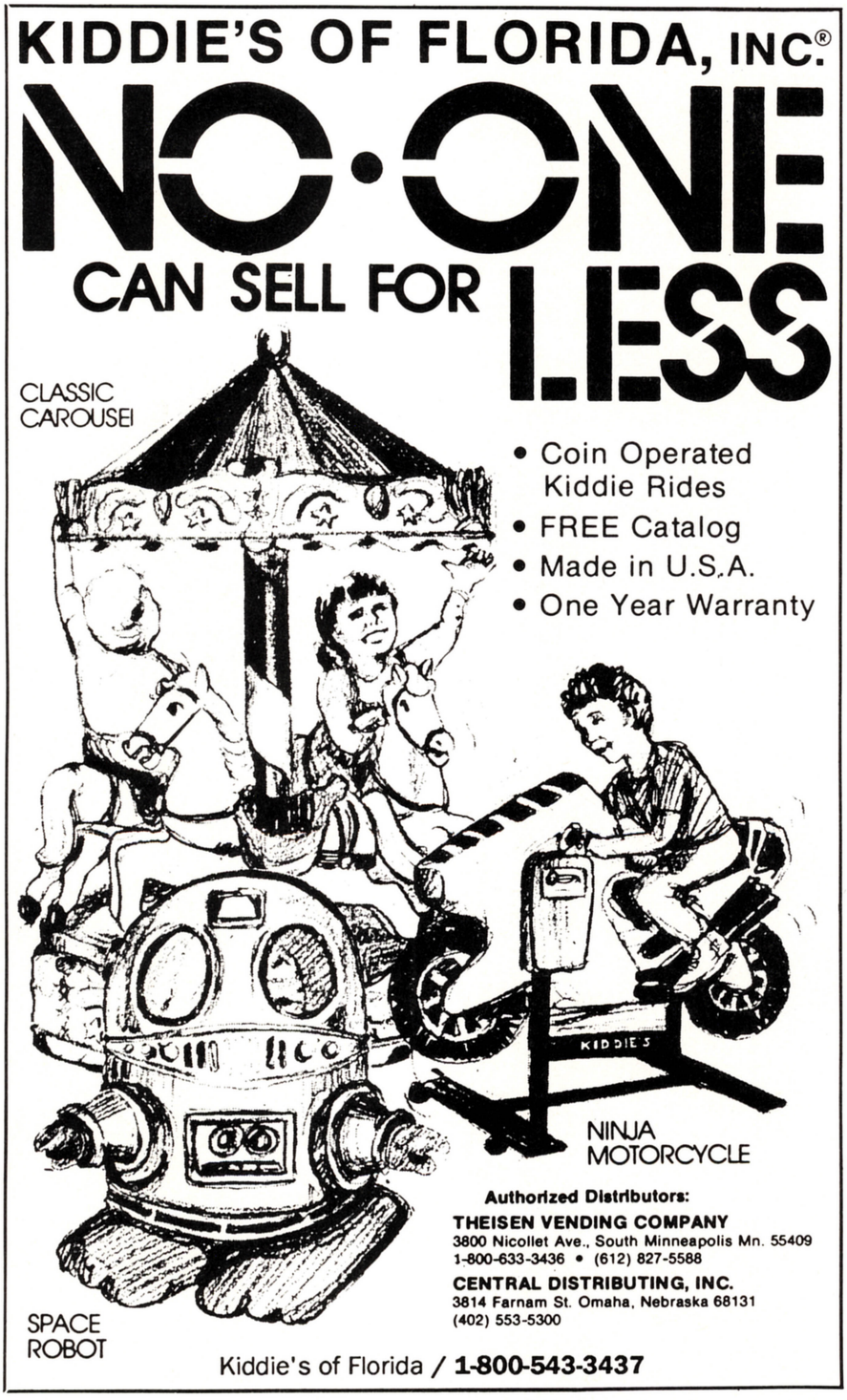
5008 W. Linebaugh Ave., Suite 24
Tampa, Florida 33624 (813) 882-0133
1-800-329-GAME (813)960-8556

where they are soldered on the bottom of the board. Includes test report from automated power supply tester.

Distributed by: Fidelity Trading Co., 1760 Oak Tree Road, Edison, NJ 08820; (201) 549-5721.

Penn-Ray Sutra
Model #17-976610 "Blue" 12 amp

This power supply is a (PWM) design. The case comes off easily for servicing (just four screws). The mini-fuse is soldered in place on the printed circuit board. The output filter is a single stage design using 105 degree capacitors. One nice feature is the self-resetting OCP circuit that operates with all three outputs. Penn-Ray offers a 90-day warranty on this supply.



In an attempt to reduce the amount of output noise, the printed circuit board has had dozens of small holes drilled in it. Still, this supply has the noisiest output of any of those tested.

Distributed by: Penn-Ray Sutra, 3684 Meadow Lane, Bensalem, PA 19020; (800) 523-8934.

Phoenix Electronics, Ltd.
Model #PS-PS1

This power supply is made in the USA! It uses a PWM design with single-stage filtering and 85 degree capacitors. The printed circuit board is very high quality, with a solder mask on the bottom. Each component is hand-soldered in place. The full-sized fuse is mounted in a fuse holder on the board. OCP is provided for the +5 volt and +12 volt outputs only. The +5 volt adjustment is somewhat difficult to reach, as it is a full 1-1/4 inch behind the hole in the case.

The case of this supply is made of heavy-duty aluminum. To provide ventilation, the case has been pierced dozens of times with three different-sized holes in a seemingly random pattern. If you can picture Bonnie and Clyde's car, you will get a pretty good idea of what this power supply looks like. But looks aren't important for a unit that operates in the dark, are they? The fact is that this supply runs cool, even under full load and without a cooling fan.

The power supply comes with a 90 day warranty (parts and labor). Phoenix also provides power supply repair service for supplies that are out of warranty.

Distributed by: M.H. Associates, 4202 N. 14th Ave., Fargo, ND 58102; (800) 843-5487.

Rariton
Model #P505 10 amp

This power supply uses a flyback design, two-stage filtering and 105 degree capacitors. The high-quality printed circuit board has a solder mask and is silk-screened on the top and bottom to show the location of the components. The mini-fuse is mounted in a fuse holder on the board. It uses IC regulators for the +12 volt and -5 volt outputs. The over-current protection in this supply is activated when the total output exceeds 72 watts. OVP is offered as an option. This supply can operate

at full load without the use of a cooling fan. Comes with automated test report.

Distributed by: Rariton Computer, Inc., 10 Ilene Court, Suite 1, Belle Mead, NJ 08502; (201) 874-4072.

"While price is an undeniable consideration when purchasing power supplies, the demand for low-cost supplies has created problems for manufacturer and operator alike."

You may have noticed that the cost of each power supply has not been mentioned. This was done intentionally. While price is an undeniable consideration when purchasing power supplies, the demand for low-cost supplies has created problems for manufacturer and operator alike.

For the manufacturers, their reward for producing high quality (thus, higher cost) power supplies is a loss of sales as operators turn to less expensive units. This has forced some manufacturers to cut production costs by using cheaper components or by eliminating features such as a second stage of output filtering or even a simple thing like a fuse holder (the lack of which I find appalling).

By the same token, the purchase of cheap power supplies by operators leads to an increase in service calls as the supplies fail after six months on location. If the cost of the service calls is factored in along with the cost of repairing or replacing the failed supplies, it is no doubt more economical to purchase higher quality supplies to begin with.

Another important point to consider when purchasing power supplies is the actual amount of current that is drawn from the supply by the logic board. Most logic boards only draw around four to five amps from the +5 volt supply. It is a common misconception that "more amps means longer life". As a result, operators are purchasing 15 amp power supplies to power five amp loads. Such overkill is unnecessary.

If you have any questions about power supplies or power supply repair, please feel free to contact me at Randy Fromm's Arcade School, 7960 Culowee St., La Mesa, CA 92041; (619) 697-4035. □

Author's note: I am very impressed by the pride that the manufacturers and distributors have in their products. Without exception, each was glad to have the opportunity to see how their power supply would stack-up against the others, certain that the results would be favorable. Regardless of the findings, each of the power supply manufacturers and distributors listed in this review should be given credit for having the guts to participate. For this they have my personal gratitude and I thank them on behalf of the operators in this industry.

SPECIAL NOTICE

Purchase your used equipment from:

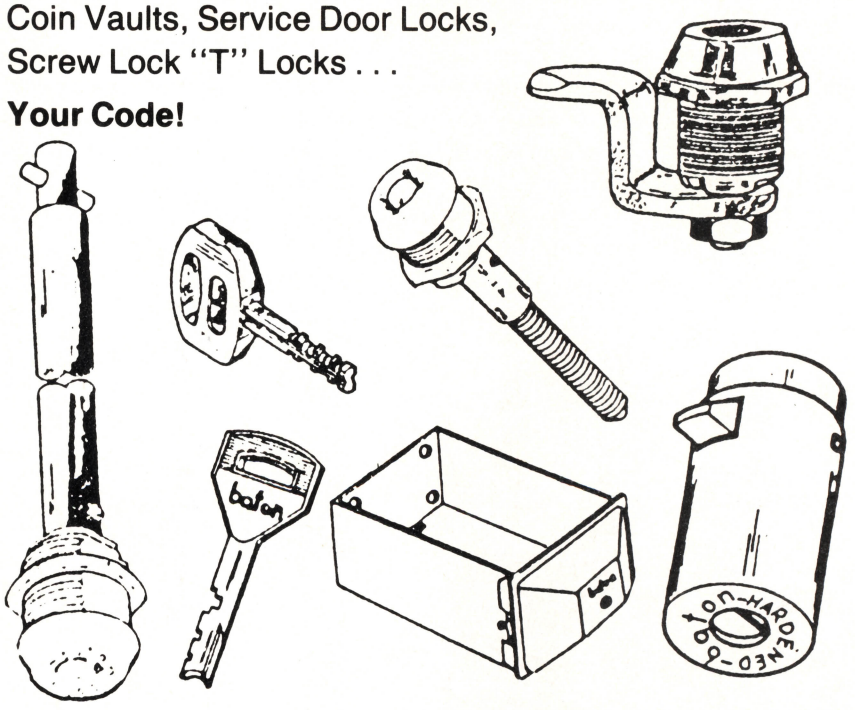
NEW ORLEANS NOVELTY CO.

- *In business for 50 years!*
- International reputation for selling the finest used videos, flippers & amusement games available anywhere.
- Each and every game beautifully refinished like new by experts. All games authentic. Legal factory models.
- Get on our mailing list for our latest price bulletins or call Celie for latest prices.

3030 No. Arnoult Road
Metairie, LA 70002

(504) 888-3500
FAX (504) 888-3506

Coin Vaults, Service Door Locks,
Screw Lock "T" Locks . . .
Your Code!



baton®

1-800
395-8880

Since 1973

11521 Salinaz Dr.
Garden Grove, CA 92643

Bonnie Theard

Varied prizes perk up cranes, redemption counters

Timely turtles, movie classic figures, and traditional Easter offerings are some of the product choices for spring. Merchandise suppliers are constantly licensing new items and changing their inventories to add intriguing new prizes that will appeal to players.

They're sort of scary, and then they're not, those turtles with a mission to right wrongs. Michaelangelo, Donatello, Raphael, and Leonardo, the four major characters from comic book and video fame, are now available as plush figures and decorative pins from **Ace Novelty Co.**

The most popular size is eight inches tall; other sizes are 9.5, 11, 15, 16, 23, and 36 inches. There's also a collection of 12 TMNT pins featuring each half-shell hero in two different poses, plus pins for Splinter, April O'Neil, Shredder, and Rocksteady. For more information, call one of three Ace Novelty offices: (Washington) (800) 759-1223, (California) (800) 926-2223, and (Illinois) (800) 926-1223.

Laramie Interests brings us figures from the 1939 movie classic, "The Wizard of Oz." There are five figures in all: Cowardly Lion, Tin Man, Scarecrow, Dorothy, and Wicked Witch of the West. Each figure is approximately 8-9 inches tall. These are available in bulk or in Laramie's pre-packs. For more information, call (800) 237-5874.

Best Mfg. Co. offers a pre-pack of appropriate Easter plush that features a variety of rabbits, lambs, baby chicks, and unicorns. These polyester-filled prizes come in pre-packs of approximately 150 pieces, priced at 75 cents per piece. Individual items may be purchased in bulk. For more information, call (414) 547-5051.

Dan Brechner and Co. features a large Easter assortment this spring, including a seven-inch Flower Bunny (#51-165) with flower-imprinted body and ears; also a Polka Dot Bunny (#51-166) outfitted in polka dot dress with polka dot ears. Both come in soft pastel colors. For more information, call (800) 645-8142. □

An Exciting, New Adventure in Flight Combat

Progress from CORSAIR Prep. Jet. to F-36 "SABRE" to FA-18 "HORNET" and earn increased fire power while avoiding a variety of assaults from all direction on your fighter plane

- ☆ *Combat Includes:*
  - *Air to Air*
  - *Air to Land*
  - *Air to Sea*
- ☆ *Vertical Kit*
- ☆ *2 Player Interactive*
- ☆ *Continuation & Buy in Feature*

I·VICS INC

INTERNATIONAL VIDEO CONSUMER SYSTEMS

1900 WYATT DRIVE • SUITE 3 • SANTA CLARA • CA 95054
TELEPHONE (408) 492-1296 • FAX (408) 492-1299

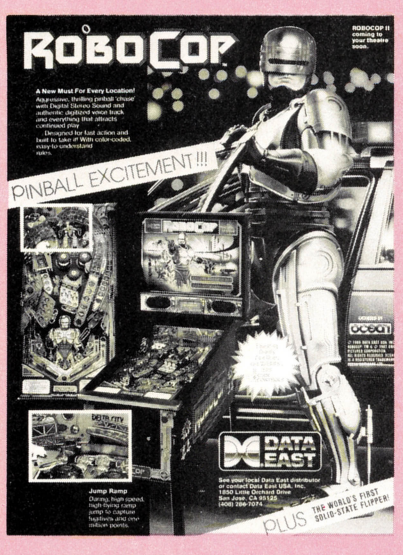
Robo Cop

Data East has taken the premise of its successful video, *Robo Cop*, and translated it to the pinball arena with a flipper game of the same name. Data East's new solid-state electronic flipper insures no flipper coil burn-out for one year or the company will replace it free.

Robo Cop, the pinball, features digital stereo sound and an authentic digitized voice track. Rules of the game are color coded and easy to understand. The cabinet is a sleek black and silver with a backglass displaying the now-famous half-man half-machine that was once police officer Murphy. The game has quality coin doors and validators from Coin Controls.

The game's playfield is dotted with bumpers and targets and a daring jump ramp to help players capture fugitives and one million points.

For more information, or distributor referral, write Data East USA Inc., 1850 Little Orchard Drive, San Jose, CA 95125; (408) 286-7074; FAX 408-971-0722.



Klax

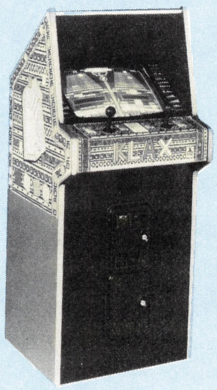
Atari Games introduces a creative "thinking player's" video in the one- or two-player tic-tac-tile game, *Klax*.

In *Klax*, players catch colored tiles with a paddle and flip them into bins to make colored stacks and rows of three. Each arrangement of three or more tiles (vertically, horizontally, or diagonally) scores a Klax and the tiles disappear.

Points are awarded according to the difficulty of the Klax. Tiles not caught with the paddle fall into a volcanic pit and register a "drop" on the Drop Meter. Filling the Drop Meter or the bins with tiles ends the game.

A variety of starting points greet players, each with a different level of difficulty. Incentives such as bonus points and expanded Drop Meters encourage players to accept greater challenges. A second player can join in at the same wave for head-to-head competition.

Reaching "warp" areas allows players to advance to higher and more difficult levels. Atari's add-a-coin



feature assures continuous play.

Klax is available in three sizes: standard upright, cabaret, and universal kit. The kit comes with PCB, controls, JAMMA harness, bezel, and artwork for header, control panel, and side decals. The on-screen attract mode offers players a chance to buy a *Klax* T-shirt from Atari.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700; FAX 408-434-3776.

Final Fight

Capcom debuts a sequel to the multi-player video *Street Fighter* with its new kit, *Final Fight*.

Final Fight is the latest CPS System game with Capcom's CPS Super Chip that features high resolution graphics and interactive play in a setting where the streets have become a sleazy background for battle. It heralds the return of the original street fighter, Haggar, now mayor of the city.

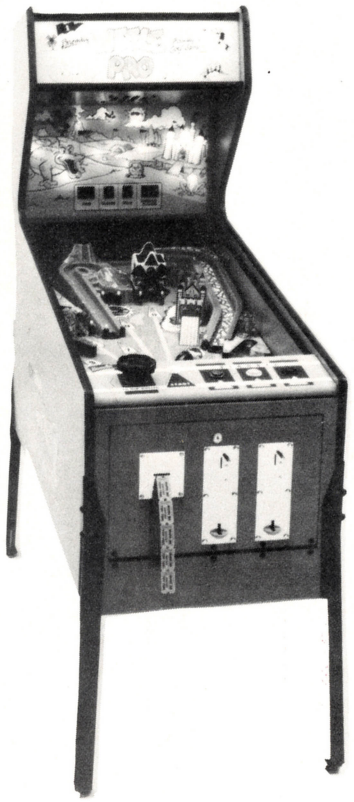
Players fight their way through the seedy underworld of the Mad Gear Gang, which has kidnapped Haggar's daughter Jessica and demanded ransom from the city. They become Haggar's sidekicks, Cody (a veteran Karate champ) or Guy (a Ninja fighter).

Termed "the ultimate street fight," the game involves fighting in subways and warehouses with knives and Molotov cocktails. Even the police force is not to be trusted!

For more information, or distributor referral, write Capcom USA Inc., 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400; FAX 408-496-6679.

BROMLEY INCORPORATED

Bring fun into the world



Introducing "Little Pro" at the ACME Show!!

In the United States
For further fun & information
Please contact:
Frank or Joe Bundra
(708) 934-0661
(708) 934-0555 (FAX)
3955 Suffolk
Hoffman Estates, IL 60195

Outside of United States
For further fun & information
Please contact:
Lauran Bromley
(312) 267-6030
(312) 509-9508
3231 W. Victoria St.
Chicago, IL 60659

Four Trax

The thrills of ATV racing come to the video screen in Atari's new four-wheel, all-terrain vehicle game, *Four Trax*.

Deluxe motion simulation for side-to-side action is a highlight in this sit-down driving game that features realistic throttle controls for acceleration, brake, and gear shift.

Interactive play can be accomplished with link hardware that can connect up to four units and eight players. Play options include head-to-head racing or independent play.

Players put their ATV in gear, crank the throttle, and set off on driving adventures, easing on the throttle for smooth landings following jumps. A victory celebration awaits players at the end of each *Four Trax* race. Knock-out graphics and a unique cabinet design set this game apart.

For more information, or distributor referral, write Atari Games Corp., 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700; FAX 408-434-3776.

The Bally Game Show

With typical tongue-in-cheek approach, Midway Manufacturing Co. debuts the latest Bally pinball, *The Bally Game Show*. Based on typical daytime programming, it features commonly found game show contestants.

The backglass is dominated by the visage of Keith McTeeth, game show emcee extraordinaire, flashing his "pearly whites" for the camera with microphone clenched in-hand. Four wacky contestants compete for sensational prizes. The players are I.V. League, Mrs. Jeri Tol, Candy Fluffhead, and Alvin Pencilneck.

Contestants spin the big wheel, spot letters, and joyride ramps to win TVs, trips, cars, trucks, and big bucks. There's even a flashing "applause" sign on the backbox just like a real TV studio. The *Bally Game Show* is a pinball with a sense of humor and enough playfield action to satisfy the most experienced players.

For more information, or distributor referral, write Midway Manufacturing Co., 3401 N. California Ave., Chicago, IL 60618; (312) 267-2240; FAX 312-267-8435.

Classic I Shuffleboard

Classic Wood Products introduces the *Classic I* solid wood shuffleboard, which is constructed of birch and poplar with a top of 2-3/4" hard maple.

The most outstanding feature of this model is the curved corner design; each corner is reinforced with steel to insure a more durable product.

The *Classic I* is available in three sizes: 16-,18-, and 22-feet long. Other models available from the company include the *Classic III* trestle leg style also in three sizes: 10-, 12-, and 14-feet long, plus an *Economy Home Model* in five sizes: 10-, -12, -14, -16-, and 22-feet long.

The company plans to debut a *Classic II* in the future when a play control design is finalized.

For more information, call Classic Wood Products Inc., R.R. 9/Road 100S, Columbia City, IN 46725; (800) 837-2958 or (219) 248-8339.

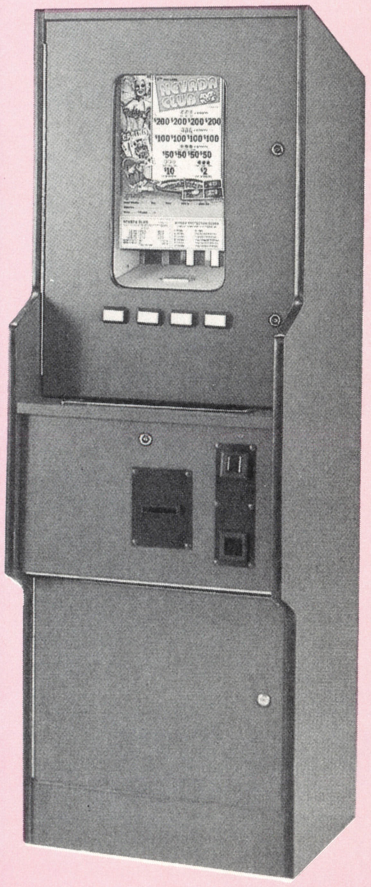
Pull Tab Machine

Omni now offers the *Pull Tab Ticket Dispensing Machine* that dispenses game cards for use in fundraising efforts.

The *Pull Tab Ticket Dispensing Machine* has an automatic counting system, full electronic bookkeeping system, and automatic balance feature. It dispenses, balances, and secures inventory.

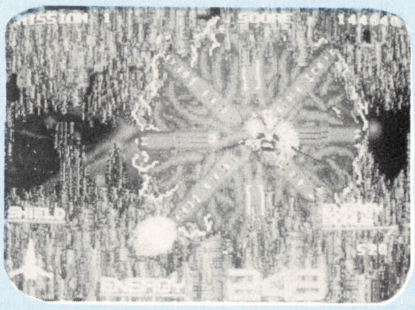
The machine accepts $1, $2, $5, $10, and $20 bills. Each unit holds four columns, each operating individually. Customers can play from one to four games.

For more information, or distributor referral, write Omni, 334 Knight St., Building 3, Warwick, RI 02886; (401) 732-2789; FAX 401-732-6710.



Galaxy Force

Sega introduces *Galaxy Force*, a video that affords players a chance to experience the maximum thrill of spaceship flight. It is available in three different cabinet styles to suit a variety of locations: upright, deluxe, and super deluxe.



In *Galaxy Force*, players become space pilots who guide their craft via skillful maneuvering with controls on the realistic control stick. The sit-down versions feature seats that incline in two directions up to 15 degrees, and move to the right and left at a 30-degree angle.

Challenging outer space battles await the player. All the same play features are included in all three cabinet types. The standard upright measures 24.8 inches wide, 32.4 inches deep, and 70.5 inches high. The deluxe measures 40.6 inches wide, 68.9 inches deep, and 66.9 inches high. The super deluxe measures 111.8 inches wide, 111.8 inches deep, and 73.2 inches high.

For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, San Jose, CA 95131; (408) 435-0201; FAX 408-435-0294.

Skull & Crossbones

Atari brings a swashbuckling adventure to the video screen with the horizontal monitor universal kit, *Skull & Crossbones*. The game follows the popular fighting theme with a twist: it takes place in another century.

The game scenario travels this path: an evil wizard robs two pirates of their booty; then they swear revenge and embark on a quest to destroy the wizard and recover their treasure.

The quest spans the globe as our heroes battle fierce captains and crews of opponent ships, and encounter soldier guards and a merciless executioner in a Spanish castle. On the beach, the pirates meet with the dreaded Medusa and a horde of wicked skeletons that rise from the dead. The climax comes on the wizard's island and a final meeting in his throne room.

Players may choose their own difficulty levels for game play.

The kit includes game PCB, JAMMA harness, attraction and side decals, control panel decal, and a set of eight-position joysticks and buttons.

For more information, or distributor referral, write Atari Games, 675 Sycamore Drive, Milpitas, CA 95035; (408) 434-3700; FAX 408-434-3776.

STAR TRACK

★ PRE-PACK ★ JUMBO PLUSH ★
★ NOVELTY ★ BALLOON PLUSH ★

New York 1-800-733-5013 (Steve Chung)
Louisiana 1-800-843-0864 (Danny Wilkinson)

FREE!!
JUMBO CENTER PIECE PLUSH
with every pre-pack
$15.00 Retail Value
offer good until
March 31, 1990

ALL NEW!

BALLOON STUFFERS PLUSH
Pre-Pack Assortments
sizes 8-13" Jumbo
RETAIL QUALITY
SOFT & PLUSH
Pre-Pack Assortments
- 50 pc. Assorted $4.00 average price
- 50 pc. Assorted $5.00 average price
- 50 pc. Assorted $6.00 average price

DAZZLE YOUR CRANES

•New! •Sparkling! •Hot!

SUPER STAR PRE-PACK
.80¢ average
.90¢ average
$1.00 average
144 PIECES ASSORTED

SUPREME PRE-PACK
$1.15 average
$1.25 average
$1.50 average
144 PIECES ASSORTED

PREMIUM JUMBO
$2.00 average
$2.50 average
$3.00 average
50 PIECES ASSORTED

CRANE AND REDEMPTION MERCHANDISE
• NOVELTIES • TOYS • JEWELRY • ADULT NOVELTY
• SUNGLASSES • BLISTER CARD TOYS • WATCHES

ST★R TRACK INC. (office & warehouse)
148 ALLEN Blvd. FARMINGDALE, NEW YORK 11735

CD Jukebox, LD Jukebox

Pioneer Laser Entertainment debuts two new jukeboxes with its *CD* and *LD* models.

The *CD Jukebox* accommodates up to 54 CDs for a total of 810 song selections. Features include an LED display to identify the song being played, and as many as 99 songs programmed for future play. Special compilation discs that include 15 hits from a variety of singers are available from Pioneer.

The *LD Jukebox* plays two, 30-song Laser Discs for a total of 60 music videos. A large screen monitor or TV for viewing the videos can be placed on top of the unit or elsewhere in a location. An LED display identifies the selection in play and a maximum of 99 requested music videos. Pioneer coordinates a monthly disc exchange program to assist operators in providing a continuous flow of current music.

For more information, or distributor referral, write Pioneer Laser Entertainment Inc., 22010 S. Wilmington Ave., Suite 201, Carson, CA 90745; (213) 518-4531; FAX 213-518-9809.

Pay Option Phone

Pay Phone Industries introduces the *Pay Option Phone* that can be installed in under one minute.

The *Pay Option Phone* can be set-up to charge 25 cents for local calls every three to five minutes or for unlimited time. Emergency 911 calls are free and long distance calls can be blocked.

The phone has been designed to curb abuse of business phones and provides a way for business owners to stop unauthorized long distance phone calls made by employees and customers.

An optional steel case is available for wall mounting the phone, or it can be placed on any desk or counter. The *Pay Option Phone* uses a standard modular phone plug; the unit may be purchased or rented.

For more information, or distributor referral, write Pay Phone Industries, 2415 W. Amherst, Bloomington, IN 47401; (812) 333-9939.

WHEN YOU NEED FAST ACTION ON 1,000 OR 5,000,000 TOKENS

Call Toll-Free 1-800-225-2734

ROGER WILLIAMS MINT

- Same day shipment on stock orders.
- Receive custom orders in 3 weeks.
- FREE design service.
- Buy direct from the Mint and save.

Check Our Quality.
Request Free Sample Pack.

Roger Williams Mint™

79 Walton Street, P.O. Box 1038
Attleboro, MA 02703-0890
In Massachusetts, call (508) 226-3310

Action Lotto

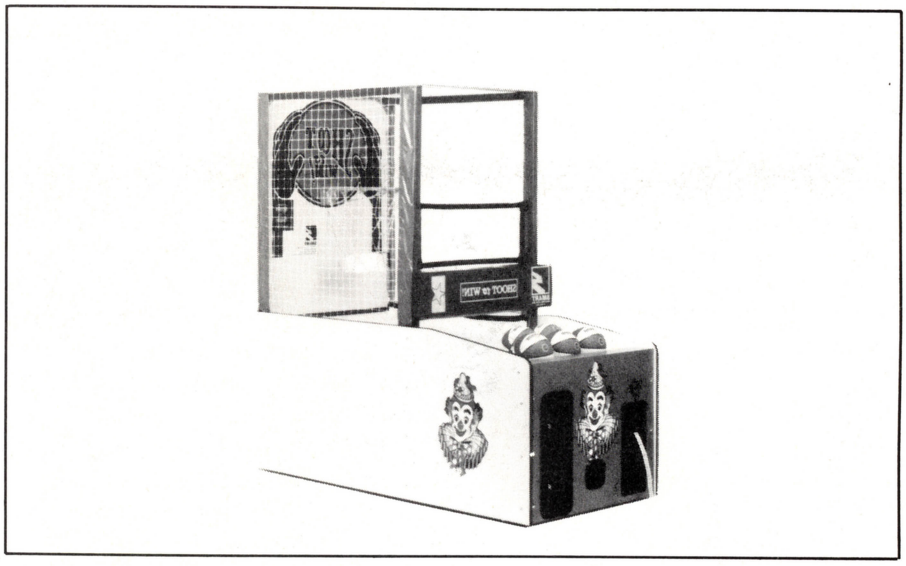
GaMCO has added two new models of its *Action Lotto* redemption game, the first one of its kind with an on-board programmable controller instead of a PC board or microprocessor board.

The original *Action Lotto* challenges players to direct a chosen number of balls into pockets on a lighted playfield. Xylophone music accompanies play, and lights blink. Every time a ball is captured, a bell rings and a light flashes. At the end of the game a bell and flashing lights announce the winner as long as tickets are being dispensed. The playfield then automatically rises to allow balls to escape and the game readies for the next play.

The first new model is coin-dispensing; it returns tokens or quarters where legal. The game can be programmed to dispense coins in place of the traditional tickets. Coins hit a flash pan in casino fashion and draw the attention of other players.

The second new model has a credit/accumulator, which accumulates credits on an LED readout. The operator programs the number of balls that have to be captured to win one or more games on the LED.

For more information, or distributor referral, write GaMCO, 2153 Tenth St., Sarasota, FL 34237; (800) 642-7263 or (813) 366-1133; FAX 813-366-1134.



Jr. Basketball

Smart Industries has kept youngsters in mind and developed a new kid-size game, *Jr. Basketball*, that allows players five balls for five chances of winning tickets for every basket.

Jr. Basketball comes with a standard ticket dispenser that automatically awards players with six tickets after the coin is deposited. This feature insures that smaller children, who may not otherwise win tickets, can still receive a prize for playing the game.

Scoring is set up for two points per basket, with the player receiving one or two tickets for every one. The quantity of tickets is operator-adjustable.

Other standard features include a sensor for accurate scoring, credit/score digital readout microprocessor game board, all metal frame, catchy musical tune, top netting, and seven-inch basketballs.

Options include attractive rope lights and winning bubble light. The exterior of the game is white and red, with colorful clown decals. Dimensions are 72.25 inches long, 72.75 inches high, and 33.25 inches wide.

For more information, or distributor referral, write Smart Industries Corp. Mfg., 1626 Delaware Ave., Des Moines, IA 50317; (800) 553-2442 or (515) 265-9900; FAX (515) 265-3148.

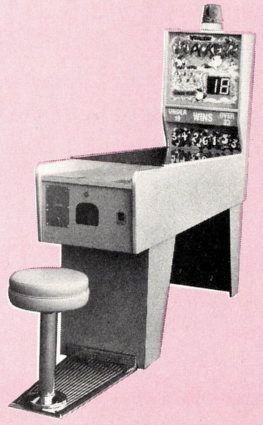
Quackers

Seidel Amusement introduces *Quackers*, a new skill/redemption game to add to its line of rolldowns.

Quackers takes the over/under midway game popular in the '30s and '40s and brings it into the '90s with new innovations in technology. The game features four-channel digital audio with an attract mode and the ability to issue tickets, free games, or credits for winning scores.

Quackers is completely operator-programmable. It can be customized to include "themed" graphics and special sound effects, including foreign languages.

For more information, or distributor referral, write Seidel Amusement Machine Co. Inc., P.O. Box 11162, Albuquerque, NM 87192; (505) 298-6994; FAX 505-291-0052.



Clown Rolldown, Fielder's Choice

Bay Tek introduces two new "themed" rolldown games suitable for play by all age levels with *The Clown Rolldown* and *Fielder's Choice*.

The Clown Rolldown is close in design to Bay Tek's original *Rolldown*. The artwork has been enhanced by the presence of clowns, balloons, and hearts that cover the backglass. The object of the game is to roll down six balls with the intent of reaching either a *high* or *low* score. The game cabinet is dark blue and bright pink.

Fielder's Choice is just in time for the spring baseball season. The object in this game is to achieve only a *high* score, which is described in baseball terminology. The game's colors are mandarin red and emerald green. The backglass is highlighted by baseball hard hats on top of the beacon lights.

Both games have the same dimensions, features, and options. Dimensions are 69 inches high, 22.25 inches wide, and 72 inches long.

Features include automatic coin and/or token operation, flashing lighted beacon for winners, audio voice and sound effects, single ball release, and faceplate target lighting. Options include ticket dispenser, attached stool, and game and ticket counters. Custom colors are available.

For more information, or distributor referral, write Bay Tek Inc., 1077 Sunlite Drive, Oneida, WI 54155; (414) 822-3951 or (414) 434-1616; FAX 414-434-2389.

Aliens

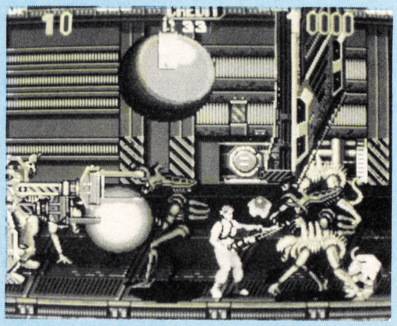
Konami takes players on a space adventure to battle menacing alien life forms in the two-player interactive kit, *Aliens*. The game is designed for horizontal monitors and features continuation and buy-in; controls include eight-way joysticks and two shoot buttons.

Movie lovers will remember LV426 Acheron, the planet beset with grotesque alien life forms. In Konami's adventure, 57 years have passed since the last confrontation with the aliens. Now their breeding grounds have been detected and players must rid the settlement of the creatures.

The mission travels through airways, elevators, underground waterways, and tunnel systems within the space colony. In addition to fighting existing aliens, players must also eliminate incubation rooms and hatching grounds while dodging fatal electric shock waves, barricades, stream blasts, and dripping alien acid. Power weapons include missiles, triple bullets, flamethrowers, three-way shots, and bombs.

Game play climaxes in the lair of the mother alien, who is hatching more larvae. After destroying her, players settle into their space ship for the long journey home only to find that one last alien is aboard! Will the alien win and infestate the players' colony? Or will the players blast the alien's remains into outer space?

For more information, or distributor referral, write Konami Inc., 900 Deerfield Pkwy., Buffalo Grove, IL 60089; (312) 215-5100; FAX 312-215-5144.



NTC thermistors

Robert G. Allen Co. has a new line of negative temperature coefficient (NTC) thermistors. They are thermally sensitive resistors that show a large decrease in resistance as the temperature increases. Uses include temperature control, temperature measurement, inrush current limiting, temperature compensation, and sensing liquid level or air flow.

NTC thermistors are available in radial and surface mount chip, which features top and bottom termination. This allows for design flexibility and solid-state ceramic composition.

In related news, the company also has a new HMG Series of high-meg ohm resistors. They are available to 5,000 meg ohms in 1/4-, 1/2-, one-, and two-watt sizes. Delivery is stock to 12 weeks ARO.

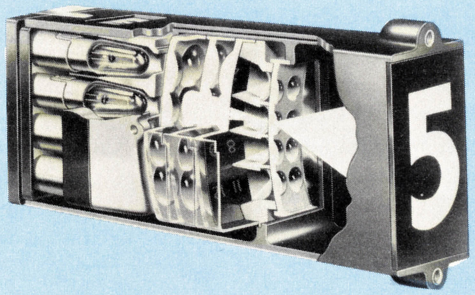
For more information or product samples, contact Customer Service, Robert G. Allen Co. Inc., 7267 Coldwater Canyon, North Hollywood, CA 91605; (818) 765-8300 or (800) 423-3186 outside of California.

Engraving system

Unlike conventional laser scanner engraving machines, Itex Corporation's new scannable Page II Plaque Maker engraving system will engrave metal and plastic, in addition to wood, in depths up to four inches. It can accomplish engravings at lower costs than laser operations, enabling higher profit ratios and lower overhead costs for even the smallest of shops.

The Plaque Maker is offered as an optional add-on to the Itex Page II, the only instant inkless laser color printing system available. It is a preprogrammed, fully computerized system that incorporates numerous standard formats for printing business cards, stationery, fliers, etc. The menu-driven software is easily learned; virtually no training is required.

For more information, contact Itex Corporation, 786 Mountain Blvd., Watchung, NJ 07060; (201) 756-5077.



Projection displays

Industrial Electronics Engineers Inc. (IEE) has introduced a new line of projection displays that can flash from up to 48 discrete messages on a screen as small as one-inch square. They are capable of displaying any image, color, message, and type style that's reproducible on film, with variable brilliance.

These non-mechanical units are available in 15 different models, with character heights ranging from .076 to .375''. The module display capacity ranges from 12 to 48 discrete messages, depending upon the model selected. All models easily combine into multi-module, integral assemblies for added information display capacity. A variety of lamps can be used with the units; they provide up to 40,000 hours average life.

IEE's projection displays have been designed for both commercial and military applications. Most of the units will withstand high temperature and shock levels. Prices for 100-piece quantities range from $36 to $168, depending on the model selected. Availability is eight to 10 weeks.

For more information, contact IEE, Planar Products Division, 7740 Lemona Ave., Van Nuys, CA 91409-9234; (818) 787-0311.

Epoxy compound

Master Bond Inc. has commercialized EP101HTA0, a newly developed two-component epoxy compound for potting, casting, encapsulation, and sealing up to 500 degrees Fahrenheit. This compound is comprised of a heat-resistant, liquid expoxy resin and a unique curing agent that exhibits excellent thermal stability.

For the long-term, this product offers heat-resistant properties at temperatures in the 400 to 450 F range. It can be subjected to repeated short-term temperature excursions as high as 500 F. Shrinkage is negligible.

In related news, the company has a new application selector guide for two-component epoxy adhesives, sealants, and coatings; over 70 different compounds are listed and described. Color, mix ratio, viscosity, gel time, cure schedules, and service temperatures are given for each grade, together with pertinent application recommendations. The products listed include electrically insulating, thermally conductive, and electrically conductive grades.

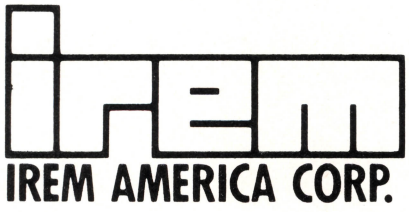
For more information, contact James Brenner, Marketing Manager, Master Bond Inc., 154 Hobart St., Hackensack, NJ 07601; (201) 343-8983.

COME AND SEE

The

NEW KITS

ON THE BLOCK AT:



AND

AT BOOTH 905

8333 154th AVENUE N.E.
REDMOND, WA 98052 (206) 882-1093

Portable radio

The Communications Sector of Motorola Inc. has unveiled an addition to the MTX-800 family of trunked portable radios: the MTX-810 dual mode portable radio series. It provides conventional repeater/talkaround capabilities in one radio.

Other features include a unique coded ID so that conversations are heard only within the user's talkgroup; automatic channel assignment within a fraction of a second during normal traffic periods; automatic call back when all channels are occupied; recent user priority; and automatic re-try.

Four dual-mode MTX-810 models are available; each features 20-channel trunked system capability and conventional repeater/talkaround operation for Specialized Mobile Radio (SMR) systems. Telephone interconnect is also available when offered on a SMR system. The radios are fully synthesized and designed for simple operation.

For more information, contact Motorola Inc., Communications Sector, Public Relations Department, 1301 East Algonquin Road, Schaumburg, IL 60196; (312) 397-1000.

Come See Us At ACME Booth 3133

Come See Us At ACME Booth 3133

SOS GOOD STUFF

Manufacturers of High Quality Stuffed Animals for:

Cranes • Jumbo cranes
Redemption • Amusement Parks
Family Fun Centers • Custom Designs Available

CALL FOR OUR 1990 CATALOG

Contact: Stephen Chernin or Hank Mackin

Our New Address: **S.O.S. Good Stuff**
47-00 33rd St.
Long Island City, NY 11101
718-937-3333
FAX: 718-937-1037

Play smart. Play for keeps.

Playfair Grand Master Shuffleboards™ put profit-making punch smack in the middle of your game room!
More business. More bar sales. More of the good time buzz. Playfair keeps folks coming back for more.
Private club quality and superb performance. Playfair's got it!
Ask about Play Barrier Control. Give your investment the protected edge.

See the Playfair Grand Master in action! Call for a Private Showing of the new Playfair Shuffleboard Video today:

PLAYFAIR™

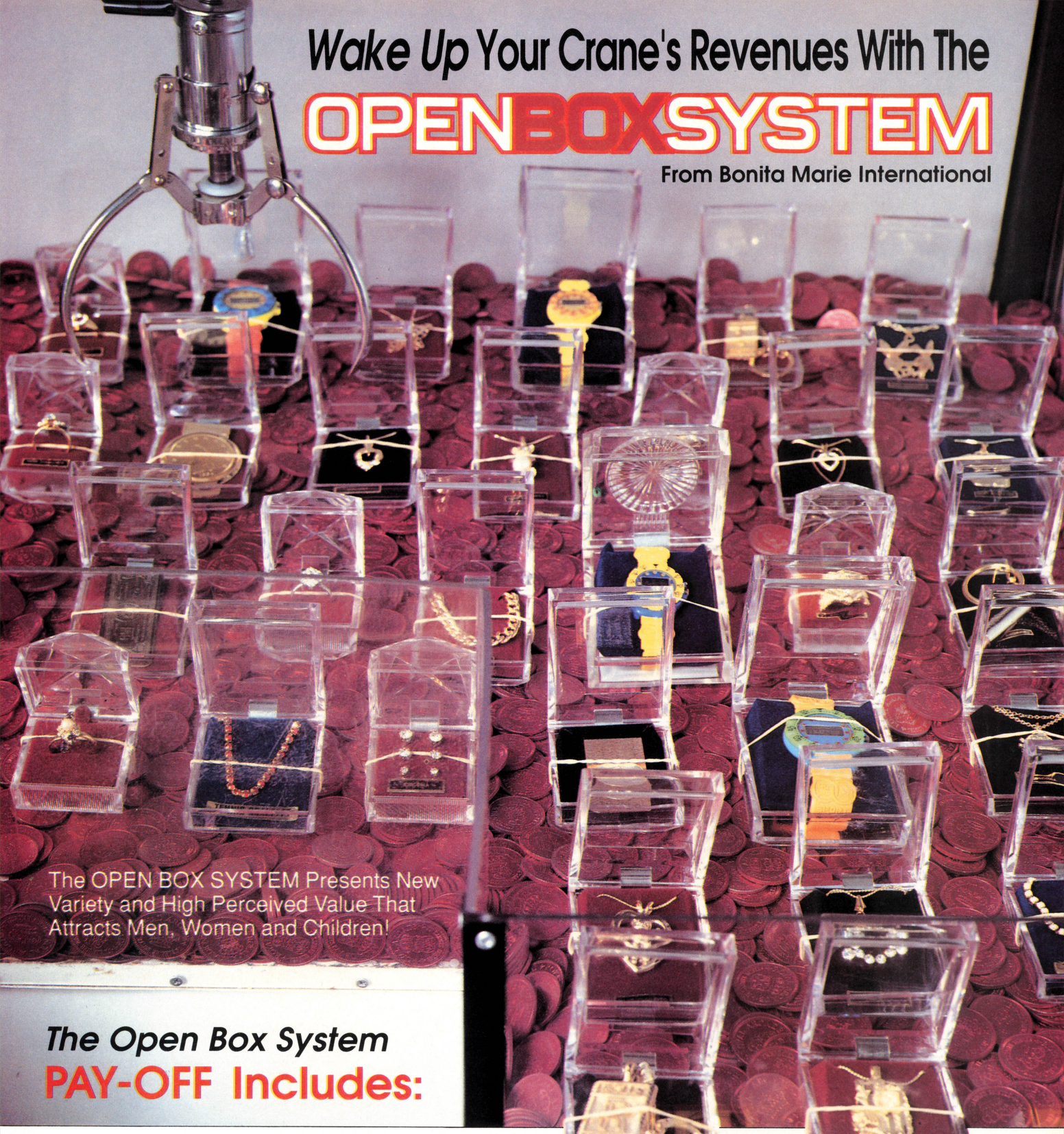
Playfair Shuffleboard, Company, Inc.
7021 Bluffton Road, Fort Wayne, IN 46819

1-800-541-3743
FAX: 219-747-0470

Wake Up Your Crane's Revenues With The

OPEN BOX SYSTEM

From Bonita Marie International



The Open Box System
PAY-OFF Includes:

- The Largest Selection of Merchandise at the Lowest Cost
- Each Kit Customized To Meet Your Requirements
- Correctly Weighted Prizes For Accurate Percentages
- Specially Designed Clear Lucite Boxes For Better Player Visibility and Product Presentation
- Free Step-By-Step Instructions and a Toll-Free Hot Line For Operator Assistance

Don't Guess! Order The Best Open Box System.
We Guarantee Satisfaction or Your Money Back!

Call (201) 349-1994 or 800-272-6375

BONITA MARIE INTERNATIONAL

Your Jewelry And Merchandise Specialist

1540 ROUTE 37 WEST, SUITE 2, TOMS RIVER, NEW JERSEY 08755

Bill,

I need to know ...

1. Should I rotate the Double Dragon at Quick Mart?
2. Did you want to put another machine into Zak's Pizza?
3. Should we sell one of our Main Events?
4. Do you want me to pull everything from Video Theatre this week?
5. Does Hilda have my collection reports ready for tomorrow?

Charles

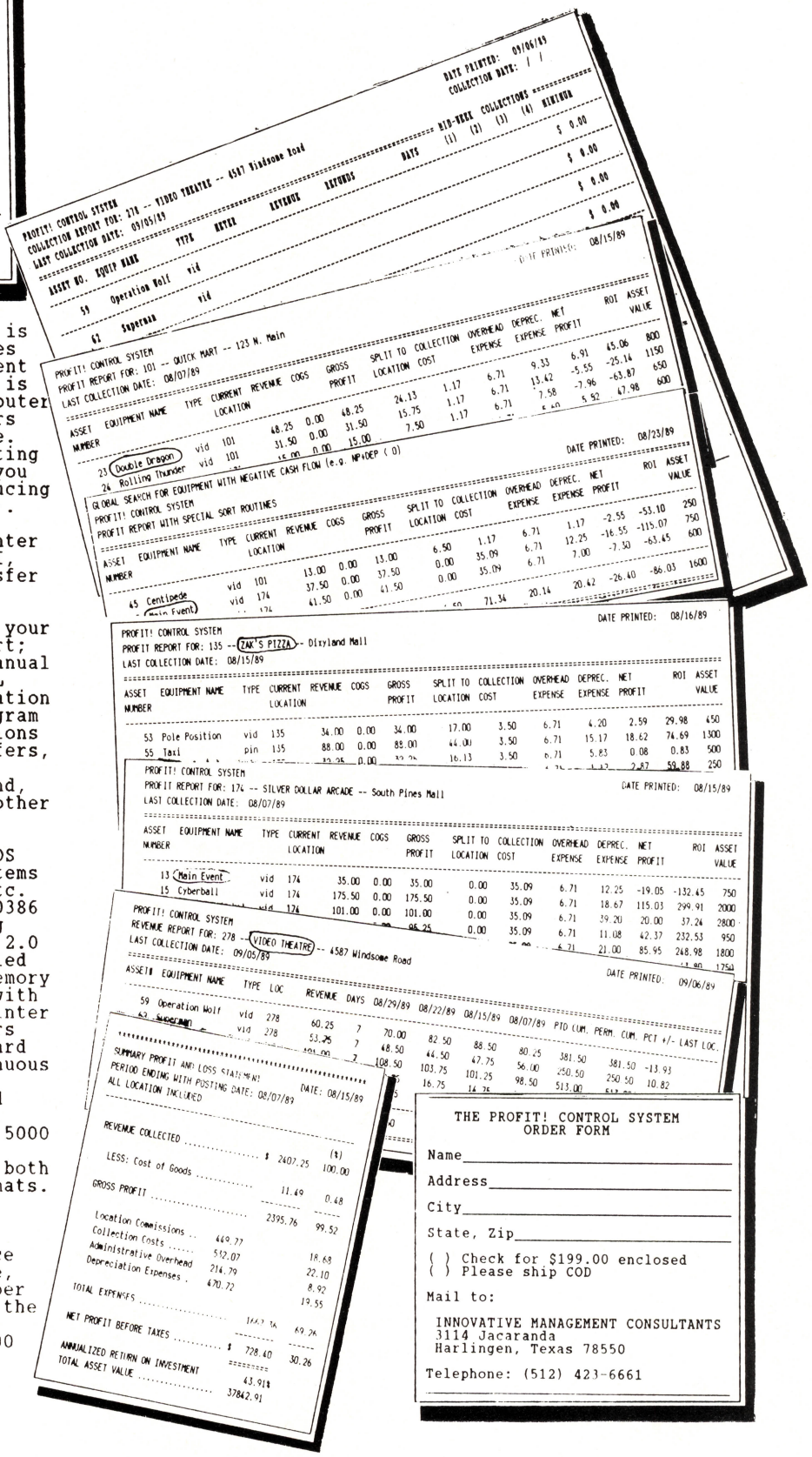
The PROFIT! CONTROL SYSTEM is computer software that takes control of all your amusement or vending equipment. Here is software for your microcomputer that calculates and delivers profits to your bottom line. It is not a general accounting package; its a system for you if you manage revenue-producing equipment (arcade or route). It makes every machine and every location a profit center and focuses on profits, ROI, collection histories, transfer dates, and meter readings.

And getting the answers to your questions is no great effort; our 70+ page instruction manual explains THE PROFIT CONTROL SYSTEM in detail. Installation is quick and using the program is easy. Entering collections is simple; equipment transfers, different token rates, and minimums are no problem. And, you never have to write another collection ticket by hand.

Here are the details. MS/DOS compatible for popular systems like IBM, Compaq, Tandy, etc. based on 8086, 80286, or 80386 microprocessors. Operating System: MS/DOS (or PC/DOS) 2.0 or higher. Language: Compiled QuickBasic by Microsoft. Memory Requirement: Minimum 256k with two disks or harddisk. Printer Requirements: 132 characters per line capacity in standard or compressed print, continuous paper feed recommended. Equipment Capacity: Limited only by disk storage space. Practical limits are 50 to 5000 pieces of equipment. Disk Format: All orders include both 3-1/2" and 5-1/4" disk formats.

HOW TO ORDER

Call (512) 423-6661 to place your order. Give your name, address, and telephone number and we'll ship COD or mail the order form along with your check for $195.00 plus $4.00 postage ($199.00).


PROFIT! CONTROL SYSTEM
COLLECTION REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road
LAST COLLECTION DATE: 09/05/89
DATE PRINTED: 09/06/89
COLLECTION DATE: / /
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 101 -- QUICK MART -- 123 N. Main
LAST COLLECTION DATE: 08/07/89
DATE PRINTED: 08/15/89
GLOBAL SEARCH FOR EQUIPMENT WITH NEGATIVE CASH FLOW (e.g. NP<DEP (0)
PROFIT! CONTROL SYSTEM
PROFIT REPORT WITH SPECIAL SORT ROUTINES
DATE PRINTED: 08/23/89
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 135 -- ZAK'S PIZZA -- Dixyland Mall
LAST COLLECTION DATE: 08/15/89
DATE PRINTED: 08/16/89
PROFIT! CONTROL SYSTEM
PROFIT REPORT FOR: 174 -- SILVER DOLLAR ARCADE -- South Pines Mall
LAST COLLECTION DATE: 08/07/89
DATE PRINTED: 08/15/89
PROFIT! CONTROL SYSTEM
REVENUE REPORT FOR: 278 -- VIDEO THEATRE -- 4587 Windsome Road
LAST COLLECTION DATE: 09/05/89
DATE PRINTED: 09/06/89
SUMMARY PROFIT AND LOSS STATEMENT
PERIOD ENDING WITH POSTING DATE: 08/07/89
DATE: 08/15/89
ALL LOCATION INCLUDED
REVENUE COLLECTED
LESS: Cost of Goods
GROSS PROFIT
Location Commissions
Collection Costs
Administrative Overhead
Depreciation Expenses
TOTAL EXPENSES
NET PROFIT BEFORE TAXES
ANNUALIZED RETURN ON INVESTMENT
TOTAL ASSET VALUE

THE PROFIT! CONTROL SYSTEM
ORDER FORM

Name_____

Address_____

City_____

State, Zip_____

( ) Check for $199.00 enclosed
( ) Please ship COD

Mail to:

INNOVATIVE MANAGEMENT CONSULTANTS
3114 Jacaranda
Harlingen, Texas 78550

Telephone: (512) 423-6661

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. The deadline is one month before you want the ad to appear (example: August ad must be in by July 1). Send ad orders and payment to: PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184; FAX 504-488-7083. For more information, contact Carol Lea LeBell (504) 488-7003.

WE SPECIALIZE IN POKER BOARD REPAIR

We also do all types of P.C. Board Repair!

Call Today:
Jay's Vending Service
Sales-Service-Parts
Distributors For Leading Coin Machine Factories!

•

6812 North Point Road
Baltimore, MD 21219
(301) 388-0993
(301) 388-1425

READERS/ADVERTISERS:

Please note that we do not solicit or knowingly accept advertising for Parallel PC Boards. However, we cannot screen every advertisement and advise buyers of used games to stay informed of the latest rulings. Ask questions before you buy!

PLAY METER MAGAZINE

We Buy and Sell

PHOTO MACHINES

And are your best source for:

FILM, CHEMICALS & PARTS

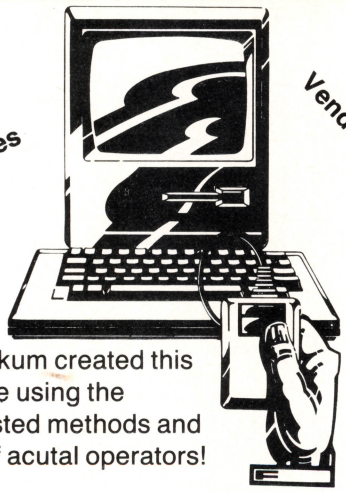
Serving Photo machine operators since 1951

Phone us any hour of any day

ED HANNA

Box 4568 • Ithaca, NY 14850
607/257-3333 • 607/257-3334

Music & Games



Vending

ALLSTAR MUSIC, INC.'s "THE SILENT PARTNER" COMPUTER SOFTWARE

Dr. Smikum created this software using the time-tested methods and ideas of acutal operators!

This software is menu-driven. The computer asks the questions . . . you touch the keys! Operators are using this program to manage their operations around the country!

Prices start at $895

SOFTWARE BY OPERATORS FOR OPERATORS!

Over 300 operators from coast-to-coast (& in 3 foreign countries!) are finding more time for family & friends because **THE SILENT PARTNER** is watching the cash! It keeps track of: where the machines are and where they've been; when you should move them; it gives you instant graphics on each location individually allowing you to compare this year to the previous 2 or 3 years. It gives you an instant line graph on each machine, letting you know at a glance whether the income for this machine is going up or down.

CALL OR WRITE FOR FREE INFO:

THE SILENT PARTNER, INC.
3441 South Park • Springfield, Illinois 62704
(217) 793-3350 or FAX: 217-793-1842

Single user or Multi user

WANTED

Late Model Redemption Equipment

*Whac-a-Mole	Skee-Balls	Water Guns
Hockey Games	Dollar Bill Changers	Boom Balls
Roll-Down	Punching Bags	Crack Shot
Big Mouth	Bozo The Clown	Photo Machines
Cartoons	Arm Wrestlers	Spy Machines
Knock Down	Antique & Nostalgia Equipment	

We Pickup and Deliver Anywhere in the U.S.A.

(601) 693-2484

Golden Amusements

**Only late model equipment in like-new condition!*

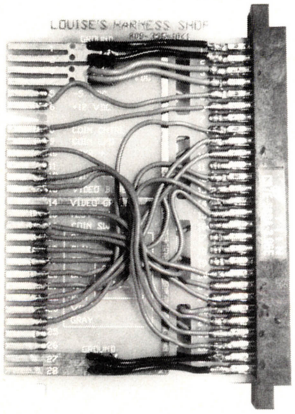
P.C. BOARD REPAIR

- Video & Pin Game Boards
- Monitors
- Power Supplies
- Novelty Games
- Ardac MBA
- Rowe OBA

Call Brad

407-774-9636

SUNN Amusement Distributing, Inc.
624 Douglas Ave. Suite 1412,
Altamonte Springs, FL
32714



Harnesses • Interface Boards
Color Conversion • PCB

Custom wire harnesses made to order

Jamma/Generic Harnesses

1 thru 25 @ $15.50
26 thru 50 @ $14
51 thru 75 @ $12.50
76 thru 100 @ $10.50
over 100 @ $9

Normally shipped same day as ordered

Conversions Made Simple With Interface Boards

Double Male Interface Board with Jamma pinout one side & choice of either 28/56, 22/44 or 18/36 on other side @ $12. Male/Female Interface Board with Male Jamma pinout on one side with choice of 28/56, 22/44 or 18/36 Female Connector on other @ $15. All boards have provisions for jumpers from one side to the other. Boards wired to your pinout $7. Also, Male PCB @ $2.50. Nintendo Monitor Color Conversion PCB, simple installation, instructions furnished, $22.
Quantity prices on request.

LOUISE'S HARNESS SHOP
712 Country Rd. 58 • Prattville, AL 36067
Tel.: 800/365-1941 • 205/365-1841
FAX: 205/365-4435

Prices subject to change without notice.

MONITOR GET WELL KITS

Saves time & money on monitor repairs

Kit #101: Eliminates most problems with the Electrohome GO-7 monitors (warping, blacking out, smearing, etc.)
17 parts in kit — $7.95, 10 or more $6.95 each.

Kit #201: Eliminates most problems with the Wells-Gardner K4600 series monitors (warping, brightness problems, etc.) 14 parts in kit-$6.95, 10 or more $5.95 each.

Kit #310: For Nintendo color monitors (Sanyo), eliminates vertical shrinking, jail bars, low brightness, etc. 15 parts in kit-$6.95, 10 or more $5.95 each.

For more info check article on page 148 of Sept. Issue

Flyback Transformer
for Electrohome-GO-7 monitor
Part #A29951-B . . . $79.95

MONEY BACK GUARANTEE!
We pay shipping & handling

25C3039 . . . . . $1.89 ea.
2SD870 . . . . . $4.49 ea.
Stuck? Monitor board repair $20 plus parts.

ZANEN ELECTRONICS
(806) 793-6337

The Game Exchange

We Save You Money

CALL TOLL FREE
OUTSIDE OHIO
1-800-848-0110
IN OHIO
1-800-848-1514

1590 Alum Creek Drive
P.O. Box 09598
Columbus, Ohio 43209-0598
(614) 258-2933
Fax (614) 258-2940

USED GAMES

BAD DUDES	$995	MAIN EVENT	$595	SUPER OFF ROAD	$2495
BADLANDS	1995	MILLIPEDE	495	SUPER SPRINT	1895
BLACK TIGER	399	OPERATION WOLF	1395	TAPPER	595
BURGER TIME	299	OUT-RUN	1995	TEAM QUARTERBACK	1595
CABAL	895	PAC MAN	399	TIME SOLDIER	495
CAPCOM BOWLING	1295	PAPER BOY	995	TRACK & FIELD	299
CHASE H.Q.	2195	POLE POSITION	795	TURBO	495
COMMANDO	299	POPEYE	299	V-BALL (4 P)	995
CRIME FIGHTERS	1595	P.O.W.	845	U.N. SQUADRON	1595
CYBERBALL	1895	PUNCH-OUT	695	W.W.F. SUPERSTARS	1795
DOUBLE DRAGON	895	QUARTERBACK	995	XENOPHOBE	495
DOUBLE DRIBBLE	399	RAMPAGE	495		
GHOSTBUSTERS	399	R.B.I. BASEBALL	495		
GHOST & GOBLINS	399	ROBO COP	1095		
HANG-ON	995	ROLLING THUNDER	1295		
1943	595	SHINOBI	795		
IKARI WARRIOR	495	SPY HUNTER	795		
KARATE CHAMP	399	SUPER MARIO BROS.	495		

PINBALLS

COMET	$695
CYCLONE	1295
HIGH SPEED	895
PINBOT	895

USED FACTORY KITS

CYBERBALL 2072 (H)	$995	ROBO COP (H)	$695
DEVASTATORS (V)	399	SHADOW DANCER (H)	1195
ESWAT (H)	895	SKULL & CROSSBONES (H)	695
GANG WARS (H)	795	S.P.Y. (H)	495
GOLDEN AXE (H)	1195	STREET SMART (H)	895
MAIN EVENT (H)	299	TECMO KNIGHT (H)	495
PREHISTORIC ISLE (H)	595	U.N. SQUADRON (H)	1095

NEW KIT SPECIALS

Badlands (H)	Call
Buster Brothers (H)	Call
Final Fight (H)	Call
Sky Adventure (V)	$495
Super Volleyball (H)	495
Super Baseball (H)	695
Tri Sports (V)	Call
WWF Superstars (H)	1095

WE EXPORT

FAX US YOUR GAME NEEDS
614-258-2940

Our inventory of used games is among the largest in the U.S.

Quantity Discounts Available

WANT LIST

WE NEED THESE GAMES

Afterburner S/D
Outrun S/D
Power Drift S/D
Kiddy Rides

OUTSIDE OHIO
1-800-848-0110

CALL TOLL FREE

IN OHIO
1-800-848-1514

MARCH 1990

ARCADE NOVELTY GAMES CHEAP

(309) 788-0135

TITLE STRIP PROGRAM CO.

200 free title strips with the purchase of the easy-to-use computer title strip program. Print your own song titles. Print a list of all your records at each location . . Over 150 features! $79.95

Voice or 24 hr. FAX • 1-800-950-JUKE

(301) 956-5856 (For information)

Visa/MasterCard/Choice/American Express

"TITLE STRIP PROGRAM CO."

P.O. Box 333

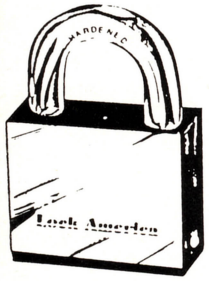
"RIVA, MARYLAND 21140"

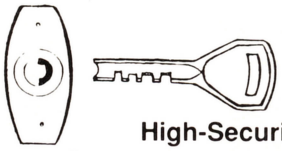
$AVE $AVE

Buy all your locks keyed the same as the locks you are now using; "Abloy", "Ace", "Fort", "Wico", "American", "KD", "ESD", "Greenwald", "Baton", or any other manufacturer's similar type lock directly from our factory.

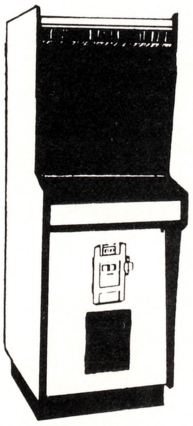
ALARMS for Vending and Amusement

From as low as $34.95

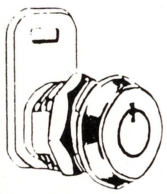




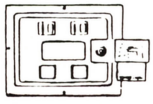
High-Security Cam Locks, Padlocks and T-Handle Locks At Prices You Normally Pay For Ordinary Locks!



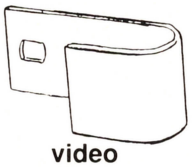
Your Money Is In This Machine -- Don't Make It Easy For A Thief!



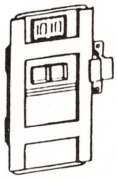
TUBULAR LOCKS



Coin Box Protection at a Reasonable Price



video game bar 697-G07



697-D19 Double Door Security Bars

GET $ECURITY & $AVE MONEY TOO!!!

LOCK AMERICA, INC.

1-800-422-2866 (national) 1-800-262-2866 (California)

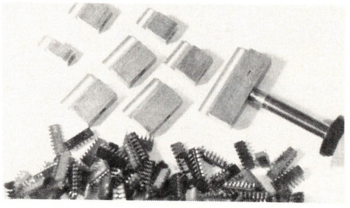
Mid-Atlantic States, call G&H Enterprises

1-800-448-2075 1-301-732-4000

REMOVE IC's FASTER!!

With this simple invention, than any other method, including $6,000 vacuum soldeirng stations.

- Salvages 100's of good IC's per hour
- Won't damage IC's or circuit boards
- Removes 6-40 pin IC's
- This is a Money Making, Labor-Saving Tool



ORDER NOW

We pay shipping on pre-paid orders

COMPLETE SET of 8 Desoldering Tools

$89.95

REPAIR TECHNIQUES ON VIDEOTAPE

These secrets have allowed one man to be the sole repairman for over 4,000 video games and pinball machines. For video games & pinballs. Fix the easy ones; carry the hard to fix ones back to town for repairs. These videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

Video game monitor repairs and adjustments (:31) $29.95

Video game repairs (:36) 29.95

Pinball repairs (:44) 29.95

How to use a volt-meter (1:51) 29.95

How to use an oscilloscope (1:07) . . . 29.95

How to use a logic probe and logic pulser (:53) 29.95

How to solder like a pro (1:30) 29.95

With lots of timesaving circuit board repair techniques

All About diodes (includes rectifiers, SCR's, triacs, LED's) (:55) 29.95

All About transistors (:56) 29.95

How to Read schematics pt. I (covers monitors, how to find monitor problems with wiring diagrams, gives symptoms, where to look, covers both Raster Scan & XY monitors) (:56) 29.95

How to troubleshoot digital Intergrated Circuits (includes micro processors, what goes wrong & how to find it, how to use the best literature on IC's and where to get it) (1:45) 29.95

OUR NEWEST TAPES:

How to select and hire the best electronic technician 29.95

Electrical contacts, connectors, connections and problems-symptoms and good cures 29.95

Send payment with order or add $2.00 for COD

VIDEO REPAIR SCHOOL

P. O. Box 121, Glen, MS 38846

(601) 287-1594

M & P AMUSEMENT

658 West Market St. • York, Pennsylvania 17405

(Phil) **(717) 848-1846** (Terry)

FAX # (717) 854-6801 (Mike)

SUPER SPECIALS

(Complete Games)

APB w/seat 895
Big Choice Triple Crane . . 2995
Boom Balls (w/ticket) 1200
Boller Roller (w/ticket) 1250
Buggy Challenge (s/d) 895
ChopLifter (s/d) 450
Contra (Kit) 200
Demo Derby 4 player 495
Dixieland 1295
Dwarf Den 850
Eswat Kit (new dedicated) . 795
New York New York 6295
Ninja Geiden (Kit) 595
Pixel #903 750
Pixel #905 900
Sonic Triple Crane 1495
Speed Buggy 995
Splash Down 2995
Starwars (s/d) 395
Stock Market 500
Stun Runner (s/d) 3295
Super Off Road 2195
Super Off Road w/Trac Pac 2795
Ticker Tape 500
Turbo (s/d) 650

DEDICATED P.C. BOARDS W/USED ACCESSORIES

Alien Syndrome 200
Bionic Commando 200
Breakthru 100
Commando 100
Dragon Spirit 200
Gauntlett II 150
Gondo Mania 200
Guerrilla War 200
Hogan Alley 100
Ikari Warrior 200
Karate Champ 100
Kung Fu Master 100
Legend of Kage 100
Main Event 250
Marble Madness 50
1943 200
POW 395
Rampage 200
Road Blaster 495
Road Runner 50
Rough Ranger 100
10 Yard Fight 100
yie Ar Kung Fu 100

WANTED

After Burner Sitdown
MC 35 Changer
Final Lap (s/d)
Kiddie Rides
Meltec-Knock Downs
Hard Drivin' (s/d)
Out Run (s/d)

PINBALLS FOR SALE

Big Guns 795
Comet 695
Eight Ball Champ 795
F-14 595
Fire 850
Jokerz 1550
Monte Carlo 895
Pinbot 945
Space Station 1095
Taxi 1550
Truck Stop 1250

MUSIC SPECIALS

Rockola 488 895
Rockola 488 w/dollar kit . . 1045
Rockola 490 1195
Rockola 490 w/dollar kit . . 1345

VIDEOS FOR SALE

After Burner (u/r) 1395
Alley Master 450
Altered Beast 850
Arkanoid 495
Bad Dude 1195
Black Tiger 395
Buggy Challenge 595
Championship Sprint 1295
Cheyenne Gun 425
Choplifter (s/d) 450
Continential Circuit 1395
Contra 495
Crack Shot 495
Cross Bow Gun 395
Demo Derby 395
Double Dragon 950
Double Dribble 395
Dygar 395
Empire City 295
Enduro Racer (u/r) 850
Galaga 550
Gimme A Break 995
Gladiator 395
Gondomania 650
Gunsmoke 325
Hang On 945
Hang on (ride on) 1995
Heavy Barrel 750
Ikari Warrior 595
Kajeki 395
Karate Champ 400
Legen of Kage 195
Mania Challenge 195
MatMania 195
1943 795
Operation Wolf 1350
Outrun 2050
Paper Boy 850
PlayChoice 10 795
Pole Position I 750
Pole Position 2 950
POW 850
Rampage 550
Rastan 650
Revenge of Doh 495
Ring King 295
Robo Cop (dedicated) 1045
Rolling Thunder 795
Rygar 395
Road Blaster 1395
Shinobi 895
720° 1495
Shooting Master 550
Silkworm 850
Sky Shark 650
Space Harrier 850
Space Harrier w/seat 895
Spy Hunter 650
Spyhunter (s/d) 650
Spyhunter II 550
Star Wars (s/d) 350
Street Fighter 1295
Super Basketball 295
Super Contra 895
Super Hang On (s/d) 1995
Super Hang On (u/r) 1395
Super Punchout 550
Super Sprint 1395
Superman 1295
10 Yard fight 295
Thunder Blade (u/r) 1550
Thunder Blade (s/d) 2195
Two Tigers 195
Time Soldier 395
Touch Down Fever 295
Turbo (u/r) 450
World Series 450
Xenophobe 395

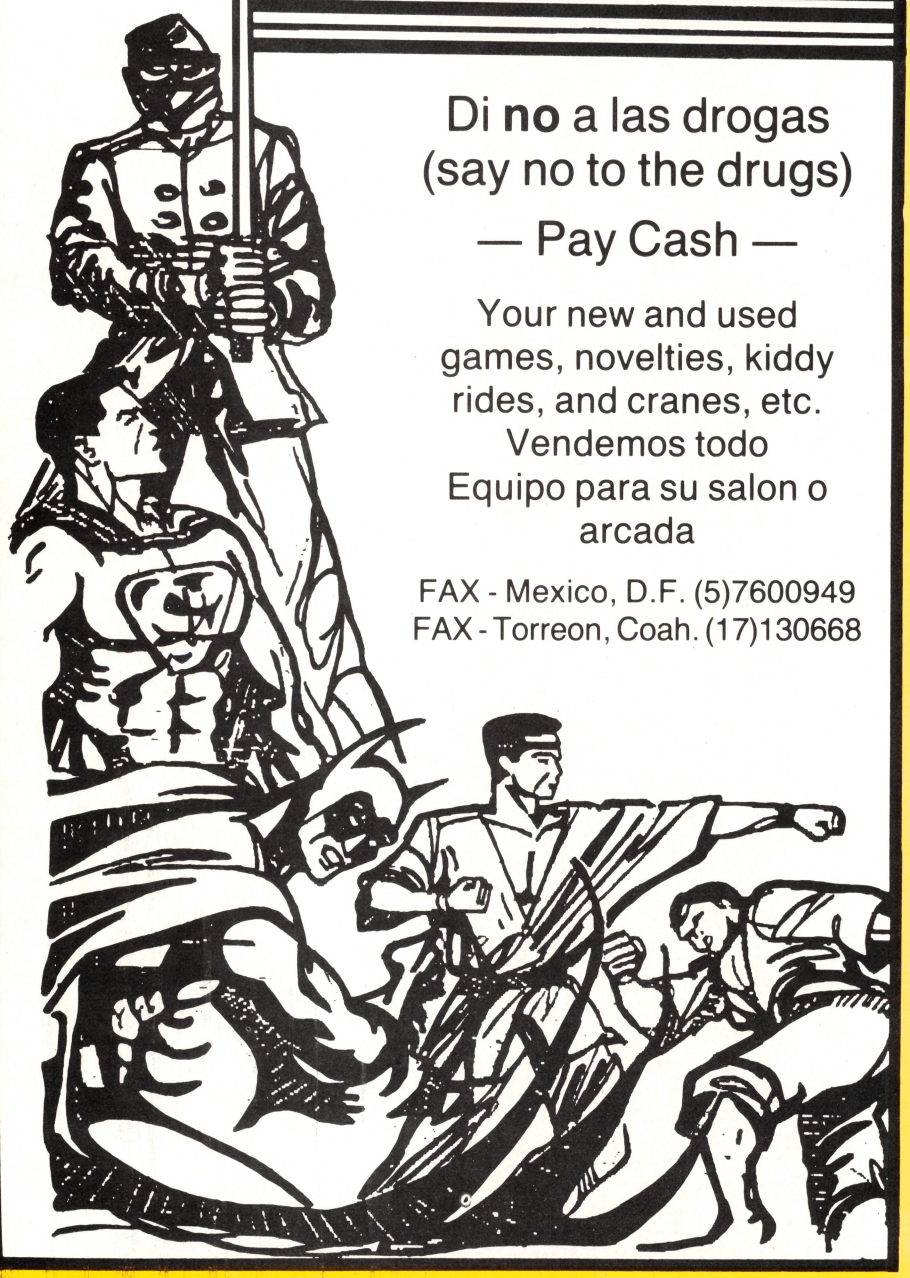
MARKETING MANAGER — FINANCIAL SERVICES

Excellent opportunity for aggressive entrepreneurial person who controls a following in the equipment time sales field. We carry all our own paper, either as security agreements or equipment leases. Our specialty is vending, laundry and other retail establishment paper. Equity available.

Write to: CPC Services Inc., 660 White Plains Road, Tarrytown, New York 10591
FAX NUMBER (914) 332-5660

DO YOU HAVE ANYTHING FOR SALE?
WE PAY TOP $
(309) 788-0135

VIDEO MEJICO



Di **no** a las drogas
(say no to the drugs)

— Pay Cash —

Your new and used games, novelties, kiddy rides, and cranes, etc.
Vendemos todo
Equipo para su salon o arcada

FAX - Mexico, D.F. (5)7600949
FAX - Torreon, Coah. (17)130668

Control Panel Button LABEL SHEET — 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.) $29

Video Connection
930 Jeffrey Lane, Dixon, CA 95620
916-678-5189 or 916-678-1313

Distributors Wanted!

The Astroluck Corp is looking for reputable and professional people to be distributors for our new lucky lottery numbers vending machine. There are thousands of dollars to be made with this machine, in the ever growing lottery business. Inquire while territories last.

ASTROLUCK CORP.
1-800-321-5825

MEGA MARKET OF GAMES

TODAY THEY ARE WORKING FOR US, TOMORROW THEY CAN BE WORKING FOR YOU!

* denotes kit game

Alcon* 550	Hang On 950	Red Line Racer* 550
Altered Beast* 1050	Hat Trick 450	Renegade* 525
Alpha Mission* 450	Heavy Barrel 1325	Road Blaster 1525
Arch Rivals* 1625	Ikari Warriors 730	Rough Ranger 840
Arch Rivals (ded., used) 1780	Ikari III 1290	Robocop 1415
Arch Rivals (ded., new) 2195	Kageki* 525	Rygar* 680
Arkanoid* 350	Karate Champ 375	Shinobi* 950
Avengers* 450	Kid Nikki* 390	Side Arms* 495
Bad Dudes 1375	Kung Fu 495	Silkworm* 650
Bionic Commando 600	Last Duel* 625	Sly Spy 1385
Birdie King II 450	Legendary Wings* 480	Solar Warrior 460
Bloody Wolf 875	Life Force* 465	Spy* 1175
Breakthru* 410	Mania Challenge* 360	Spy Hunter 740
Cabal* 1250	Mechanized Attack 2095	Spy Hunter S/D 950
Chopper I* 790	Narc 2485	Street Fighter 1360
Commando 450	Nastar Warrior* 1065	Street Fighter Deluxe 1650
Continental Circuit 1375	Midnight Resistance 1950	Strider* 1345
Crime City* 1260	Ninja Gaiden* 1180	Super Contra 1150
Devestators 920	Operation Thunderbolt 2425	Super Mario 550
Double Dragon 1135	Operation Wolf 1590	Super Man* 1275
Double Dragon II 1385	P.O.W. 1075	Tecmo Bowl 1380
Dynasty War 1550	Pacland 450	Tecmo Knight* 975
Enduro Racer 1000	Play Choice 10 950	Ten Yard Fight* 340
Fighting Golf* 620	Pole Position 740	Tetris* 1025
Galaga 390	Pole Position II 925	Thundercade* 575
Galaga 3* 440	Pole Position S/D 1000	Time Soldier* 585
Gang War* 1310	Prehistoric Isle* 1075	Top Gunner* 500
Ghouls & Ghosts 1625	Pyros* 575	Turbo 495
Ghosts & Goblins* 350	Quarterback 1375	Twin Cobra* 620
Guerrila War 985	Team Quarterback 1725	Vigilante* 450
Gunsmoke* 460	Rastan* 685	W.W.F.* 1645
		World Series* 475

PINS

Atlantis 1175	Fire 1150	Road Kings 795
Bad Cats (new) ..... Call	High Speed 950	Robocop (new) ..... call
Bally Game Show (new) ..... Call	Jokerz 2075	Space Station 1350
Big Guns 920	Monday Night Football 2195	Taxi 1985
Black Knight 2000 1650	Mouse N Around (new) ..... Call	Time Machine 1450
Cyclone 1890	Pinbot 1000	Transporter 1325
Earthshaker 2120	Playboy 1425	Whirlwind ..... call
F-14 750	Police Force 2225	

AVAILABLE NOW

Single - Double - Triple Cranes
Video Card Games
Used Jukes-All Kinds
Used Factory Kits
Like New Pizza Ovens

POSITIONS OPEN

We are currently looking for a "few good men." Positions available in sales and management as well as route collectors and technicians. We have serveral offices with different needs from the mid South to the east coast. Experience is a must.
CALL Royce or Jan at 1-800-GAMES 86.

GREEN COIN MACHINE DISTRIBUTORS, INC.

150 Jet Port Industrial Park • Myrtle Beach, SC 29578 • 803-626-1900 • Fax 803-448-9899
627 Monroe • Memphis, TN 38103 • 901-521-1234 • Fax 901-327-5976
3701 I-55 South • Jackson, MS 39212 • 601-371-1000 • Fax 601-371-1259

NOTE: *Free Delivery On Four or More East of the Mississippi*
WE EXPORT ★ Call to be put on our mailing list.

NEW LOW PRICE
NORTHWESTERN
HOT NUT VENDOR

- Gum Balls
- Candy & Toys
- High Bounce Balls

Acme Vending Supply
1696 W. Washington Blvd.
Los Angeles, CA 90007
(213) 732-8119

Impressment Plus, Inc.
6217 Factory Rd. • Crystal Lake, IL 60014
(815) 455-2031
1 (800) 441-5769

Mfgs. & Importers of PLUSH TOYS
All price ranges available
Average cost to you: 86¢-$1.45

Crane Prepacks
WE WILL PAY ½ OF UPS on larger orders
Get the best for less direct from the Mfgr.
Visa & MasterCard welcomed

If you can use trade-ups, be sure to order our Jumbo pre-paks. We have the best quality plush for the lowest prices.

JUMBO PACK 10-22″
Average cost:
$2.00-$2.50

WE BUY & SELL USED PC BOARDS

Eldorado Products
14816 Main Street
Gardena, CA 90248
(213) 516-9522
FAX 213-516-7058

Call for Quotes

Want to Buy
Video Routes
800-448-2743

FOR SALE
6 Roll Downs
Excellent Condition
Call Tom
1-301-289-1796

Replace Worn Control Panel Overlays
with
Generic Control Panel Overlays

This is the *exact* material and adhesive we use for orders from the original equipment manufacturers!

Black Blue Red Green Silver

Sheet Size – 24" x 36"

Orders shipped UPS, C.O.D.
Call or FAX your order today.

Willis Enterprises
408 - 356 - 9596
FAX 408 - 356 - 4045

SBA MKI
Validator Retrokit

NOW YOU CAN CONVERT YOUR **ARDAC** $1 & $5 BILL ACCEPTORS TO TAKE
$1, $5, $10 & $20 BILLS

Great Price... Call Larry For Details!

407-774-9636

SUNN International Industries, Inc.
624 Douglas Ave. Suite 1412,
Altamonte Springs, FL 32714

CALL THE 'EXPERT'

Frank "The Crank" Seninsky
President

Alpha Omega Sales
6 Sutton Place, Edison, NJ 08817
(201) 287-4990
FAX # (201) 287-3079

Special of the Month

100's of PCB's Available

Double Dragon II pcb	$395
Double dragon pcb	$295
Main Event PCB & Header	$195
Victory Road PCB & Header	$75
Gauntlet PCB & Header	$ 95
Rampage PCB & Header	$145
Golden Axe	$895
WWF	$895
E.S.W.A.T.	$895

Basketballs-Basketballs

Pop-A-Shot (new)	$1495
1-2 Player	$795

Grayhound & Gamemasters

SUPER "CRANK" SPECIALS

Street Smart — $1595
Crime Fighter u/r — $1695
Team Quarterback — $1895
Operation Thunderbolt — $1995
Quarterback — $995
Super Monaco GP — $2895

"CRANK" SPECIALS:

Arch Rivals u/r	$1295	Escape - Robots	$1595	Super Off Road	$2395
Bottom of Ninth	895	ESWAT u/r	1595	Tecmo (4 player)	1495
Chase H.Q.	1995	Final Blow	1595	Turbo Drive	2595
Crackdown	1795	Golden Axe u/r	1595	Turbo Outrun mini	2795
Cyberball	2395	Narc	2095	Volleyball	895
Double Dragon	895	Power Drift	1995	WWF u/r	1695
Double Dragon II	1195	Sly Spy	1695		

VIDEO GAMES

Altered Beast	795	Plotting	995	Bone Busters	1795
APB	895	Pole Position	795	Cyclone	1795
Assault U/R	1195	POW (dedicated)	1095	Earthshaker	2095
Bad Dude U/R	1195	Power Drive	695	Elvira	2195
Boot Camp	795	PlayChoice 10	1495	High Speed	895
Capcom Bowling U/R	995	Punch Out	595	Jokerz	1795
Contra	695	Ninja Warriors	1595	Mousin' Around	2195
Continental Circuit U/R	1295	RoadBlasters	1495	Police Force	1995
Danger Zone	695	Rolling Thunder	1195	Taxi	1795
Dark Adventure	695	Rastan	695		
Devastators U/R	695	Robo Cop	1295		
Dragon Spirit	795	Super Sprint	1595		
Gold Medalist U/R	795	Super Contra	995		
Guerilla War	895	Super Hang On Mini	1795		
Gridiron Fight	695	Touchdown Fever	995		
Hat Trick	795	TX-1	1895		
Ikari III	1395	Vindicators	1195		
Main Event U/R	895	Viper	895		
Max RPM	695	World Series	695		
Nemesis U/R	595				
Ninja Gaiden U/R	1195				
Operation Wolf	1595				
Out Run	1895				

PINBALLS

Bad Cat	2095
Black Knight 2000	1795

REDEMPTION GAMES

Reconditioned-Warranteed

Lotto Fun/Hopper	1195
5-in-line Bingo	995
Skill-O-Bingo	995
Skill Dozer	1495
Big Choice Triple	3295
Fantasy Island	1995
Game Plan Stots NJ	995
Print UR Own Stickers	CALL
Big Dipper	795
Silver Ski (6 pl.)	8995
Treasure Island Rotary	1195

REDEMPTION

NEW IN CRATE

Rebound - spot game
Body Match - skill
Klondike - single pusher
Limited Edition Crane
Big Choice Single Crane
Clean Sweep Cranes
Shoot-To-Win Basketballs
New York New York Pushers
Playland Crane
5 Card Draw-reel poker
Power House Grip Tester

NEW BASKETBALLS
NEW PUSHERS
NEW CRANES!

Big Choice	Call
Clean Sweep	Call
Single, Super Single and Jumbos	Call
Action Claw	Call

ALL USED GAMES ARE GUARANTEED 60 DAYS

ALL REDEMPTION GAMES CAN BE LEASED REAL CHEAP!

SKILL SLOT

"TAKE FIVE"

P.C. Boards or Complete Kits

- The most versatile video slot game available!
- Great 5-line skill action!
- Great vertical alternative/ conversion for 13"pokers
- IDEAL for redemption with ticket dispenser!

Call Larry For Details

407-774-9636

SUNN International Industries, Inc.
624 Douglas Ave. Suite 1412,
Altamonte Springs, FL 32714

MARS ELECTRONICS

BILL ACCEPTORS
$1 - $5 - $10 - $20

($1 & $5 ALSO AVAILABLE)

TEKBILT INC. IS A LARGE STOCKING DISTRIBUTOR
for Mars "Amusement & Games" Bill Acceptors.

TEKBILT is proud to announce it's official appointment as:

MARS ELECTRONICS Factory Authorized Service Center

* Great Price - Great Service - Same day shipping!
* Let the quantities we purchase save you money!
* Distributor and OEM inquiries invited!

CALL US TOLL-FREE TODAY!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TEKBILT inc
Huntingdon Valley Industrial Center
3979 Mann Rd.
Huntingdon Valley, PA 19006
(215)322-3232
FAX (215)322-3238

1-800-666-7776

50th STATE COIN-OP

50th State Coin-Op
USED GAMES AT LOW, LOW PRICES!

All Games From Fun Factory Centers Excellent Condition & Like New Appearance

Call Toll Free
(800) 537-2327
To Find The Game Nearest You

On Location In Arizona, Texas, Georgia, Kansas City, Michigan, Illinois, Maryland
Immediate Availability While Quantities Last

DEDICATED

APB	$ 895	Devastator	$ 695	P.O.W.	$1095
Arch Rivals	$1295	Double Dragon	$ 895	Super Contra	$ 895
Assault	$1195	Karnov	$ 595	Super Off-Roader	$2595
Chase H.Q.	$1995	Narc	$2295	720	$1395

KITS (Board & Header)

Air Wolf	$ 395	Ikari III	$ 895	P-47	$ 495
Blasted	$ 295	Kuri Kinton	$ 395	Twin Cobra	$ 595
Cabal	$ 695	Ninja Gaiden	$ 995	Vigilante	$ 495

PINS

Arena	$ 695	F-14	$ 895	Jokerz	$ 1895
Blackwater	$1595	Genesis	$ 645	Lost World	$ 495
City Slicker	$ 695	Gold Wings	$ 625	Monte Carlo	$ 695
8-Ball Deluxe	$ 595	Hard Body	$ 625	Time Machine	$1795

ONLY MONTHS OLD - LIKE NEW CONDITION

Lotta Fun's *Token Hopper*	$1595	Lotta Fun's *With Ticket Dispenser*	$1795	Reel Poker	$2995

A FREE call is all it takes to SAVE money!

Toll Free 1-800-537-2327 or FAX: (808) 682-4789
91-246 Oihana St., Ewa Beach, HI 96707

New Factory Kits - Quantity Limited

Please note this is not a closeout from the factory.
We are selling off our existing inventory. We have only a few of each kit left in our inventory. Kits are available for immediate delivery.

All American Football 2pl (V) Leland	$1175
Championship Bowling 2pl (V) Romstar	$795
E.S.W.A.T. (H) Sega	1075
50 Caliber 2pl (V) Romstar	925
Final Fight 2pl (H) Capcom	call
Rambo III	CALL
Shadow Dancer (H) Sega	1175
Skull & Cross Bones (H) Atari	725
Sky Adventure (V) SNK	595
Strike Zone-Leland	375
U N Squadron Capcom	1075
Up Your Alley-Leland	275
Willow 2pl (H) Capcom	1075

DEDICATED GAMES

Atari Pot-Shots w/ticket disp (8' long x 5' high) pl cranks a gun shooting pellets trying to knock off prizes, sold for $10,000 new	$3000
Boom Balls — 2 left without air compresser, w/ticket disp.	$3000 for both
SkeeBalls (5) w/tickets, digital scoring, 13', 3 yrs. old	$1450 each
Super Monaco GP (s/d) deluxe, 4 mos. old	$7000
Super Monaco GP (s/d) Standard	$5500 new
Super Monaco GP (u/r) 4 mos. old	$3450
Atari Stun Runner (s/d)	$3475 new

** add $30.00 for crating

PAY TELEPHONES

These are new **line power desk style pay phones** that come with a one year complete warranty. Just plug them into any standard phone outlet and they are ready
— now only $295.

S Amusement

2415 West Amherst • Bloomington, IN 47404

1-800-284-2255 or 1-812-333-9939

COMPUTER SOFTWARE

For the Game Route Operator

• CAMS •
Route Management System
A powerful, fast easy to use system

- Increase your profits
- Location and machine history
- Identify non-profitable machines and location
- Print collection sheets
- Super easy/fast revenue entry
- Prints 1099s
- Rotation Advisor
- Numerous statistical & Roi Reports
- Free updates

And Much More! — For Only $995

30 day money back guarantee — Demo disk available for IBM PC, XT, AT & compatibles — Free brochures

Also Available
•CALMS•
Dart, Pool or Cricket League Managers

Turn Hours Of Work Into Minutes

- Automatic scheduler
- Super easy/fast score entry
- Tracks team & player achievements
- Simplifies awarding trophys & prizes
- Tracks team financial information
- Numerous reports & listings and much more!
- For only $395 ea.

Write or call: **E-SOFT SYSTEMS**
1276 Red Pine Circle • Baxter, MN 56401
(218) 829-4743
Multi-Pack Discounts

HELP WANTED

Electronic Technicians

needed by old established
firm with locations in
Columbia, SC & Charleston, SC

Experienced in repair of:

- component level logic boards
- video monitors
- audio power amplifier
- regulated power supplies

Also needed for in shop and route — Men experienced in repair of all coin-operated amusement games.

Please send resume to:

Palmetto State Distributing
P.O. Box 5393
N. Charleston, SC 29406
or call

1-800-922-7596
for further information

Duke Distributing

608 So. Main St., Franklin, KY 42134

(502) 586-1663 / (502) 586-1773 (Also our Fax #)

We deliver FREE 4 or more games within 500 mile radius

• RHONDA • BUCKY • RONNIE • MIKE • RUDY •

Buy-Sell Trade New-Used

* Now Available *

"LUCKY EIGHT LINES"

Including: Yamate — Wings Boards
19'' Wells-Gardner Monitors
Mars 1-5-10-20 Dollar Bill Acceptors
Factory Warranty.

$1850.00 ea.

(Inquire now for sub-distributors prices
A miniumum order of 10 games)

Also available: Lucky 8 Line Kits w/Yamate-wings boards **$545.00**

(Quantity pricing available . . . . . call)

Duke Distributing

608 So. Main St., Franklin, KY 42134

(502) 586-1663 / (502) 586-1773 (Also our Fax #)

• Rhonda • Bucky • Ronnie • Mike • Rudy •

★ Now Buying ★

We deliver 4 or more games free within 17 states

Buy-Sell
Trade
New-Used

Add 100.00 for Working Bill Acceptors

		You Deliver	We Pick-Up
W	Betson Big Choice Cranes	$800.00	$700.00
	Merit Rivieras	$700.00	$600.00
	Omega Derringers	$600.00	$500.00
E	Omega 903 & 905's	$600.00	$500.00
	Used Turbos	Call	
	Used Pool Tables	Call	
	Used Flipper Pinballs	Call	
W	Used S&M Pushers	Black $700.00 Gray $600.00	Black $600.00 Gray $500.00
I	Drews Tiger Paw Cranes	$700.00	$600.00
	Grayhound Cranes	$700.00	$600.00
	Kramer Kranes	$500.00	$400.00
L	Kramer Jackpot Bonus	$650.00	$550.00
	Kramer High Speed Bonus	$725.00	$625.00
	Used NSM Concert 240	$1200.00	$1100.00
L	NSM Prestige II	$800.00	$700.00

★ SPECIALS ★

T	Tommy Gates (Standard Pick-Ups) w/7'' extensions	865
	MARS 1-5-10-20 Bill Acceptors	335
R	Complete 19'' Lucky 8 Line Cabinets (no board)	1195
	Lucky 8 Line Kits (Yamate-Wings boards)	545
A	19'' Wells Gardner Monitor	235
	11 Amp Power Supply	28.95
D	Pool Table Supplies	Call
	Valley ..... 3 1/2 x 7 — 1525 ..... 4 x 8 — 1675	
	Dynamo ..... 3 1/2 x 7 — 1525 ..... 4 x 8 — 1650	
E	UBI's ..... 3 1/2 x 7 — 1295 ..... 4 x 8 — 1475	

JENNINGS SLOT MACHINE BOARD REPAIR

A&B AMUSEMENT
RT. 2 BOX 285
SO. RANGE, WI 54874
715-398-3677

We want to buy
SUPER MARIO BROS.,
ICE CLIMBER
and
R.B.I.
VS SOFTWARE
(916) 678-5189
(916) 678-1313
VIDEO CONNECTION

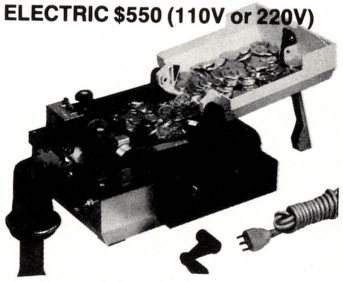
Belita Coin Counters

The best and most convenient Coin Counter ever made. It is specially designed for Operators - large or small.

- Lightweight (only 9 lbs)
- Portable (take with you to location)
- Very inexpensive
- Long lasting/low maintenance
- Fast and easy to use
- Automatic Stop for easy counting
- Coin Tray Support Bag Holder

TRY A SAMPLE AND BE CONVINCED

Send Check for Sample
MANUAL - $425
ELECTRIC $550 (110V or 220V)



FOR DETAILS CONTACT:
R. H. BELAM COMPANY INC.
ONE FULTON AVENUE
HEMPSTEAD, NEW YORK 11550
TEL: 516 292 2670
FAX: 516 486 0957

CD & 45 RPM STORAGE BOXES

CD Box Holds 100 • 45 RPM Box Holds 200 • Both Are Triple Thick Front/Back Walls • Double Thick Side/Bottom Stackable • White Color • 200 Lb. Test • Lift Off Lid • Tote Grips
CD Box $6.00 ea. (Min. Order 12)
Plus $8 S&H
45 RPM Box $5.00 ea. (Min. Order 5)
Plus $4 S&H
Visa/MasterCard/Choice/American Express
VOICE or 24 hr. FAX • 1-800-950-JUKE
Title Strip Co.
P.O. Box 333, Riva, Maryland 21140

ALL CO-OP KIDDIE RIDES
½ PRICE
(309) 788-0135

***Increased Income* is the Bottom Line**

Whitaker Associates, Inc. can bring your money-making ideas to life. With 20 years as Engineering Specialists, we offer:

- Innovative designs and quality
- Reliable 100% tested electronic assemblies
- Complete control systems
- Timers guaranteed not to false trigger
- Synthesizers sound effects and voice
- Score keeping system
- Industrial Control systems

Large — Medium or Small . . .
Your project is important to us!

Innovative
Productive
Cost-Effective
In-House Engineer

Engineering Specialist
Coin Operated Amusement Electronics
Timers, Industrial Control Systems
Custom Designed Products

Whitaker Associates, Inc.
Electronic Design — Consulting — Electronic Manufacturing
314 Williams Lane • Chatham, IL 62629
Kamela J. Whitaker — President Roger B. Whitaker — Vice President
217-483-5000 **FAX 217-483-5101**

AUTO PHOTO NEW LOW PRICES!

Here is just a sample of our "new" low prices on black & white paper and chemicals:

- 40.5 mm x 102 meters (cassetted 500 strips) $50.00 per roll*
- 40.5 mm x 280 meters (1200 strips) $120.00 per roll*
- K-14 Liquid Kits $10.50*
- Our "New" 24 hour Shipping Guarantee

Auto Photo offers the lowest prices, highest quality, and fast service. *Guaranteed!*
Place your order by calling toll Free (24 hours per day)

(800) 950-1033-609-9939

Auto Photo Systems Inc.
2722 Walnut
Tustin, CA 92681
**Price includes case quantity discount*

PRO SHIELD™

When PRO SHIELD & Air Hockey® by Dynamo became one, we made history. Experience the performance with the most advanced air hockey protective shields.

"The *only* shield that won't interfere with your play"

Tim Weissman, 1989 National Champion & U.S. Champion

Safety

... pucks spend more time on the table, helping prevent injury to players and spectators alike

Cash return

... shorter game time from less time chasing pucks!

Easy to install

... uses existing side rail hardware

Reduce noise

... quieter play

The best shields cost no more ...

- ❑ Manufacturer since 1986, by the originator & inventor of the protective plastic air hockey shields
- ❑ Made especially to enhance your Dynamo air hockey table
- ❑ Smooth fit on the table - quick & simple installation
- ❑ Proven effective, ergonomic low-profile design
- ❑ Rounded edges - won't cut players or spectators
- ❑ Lifetime warrantee against breakage from mallet & puck impact

PRO SHIELD™ *...* the choice of the PROS!

The *only* safety shield endorsed by both current and former national air hockey tournament champions, operators, the table manufacturer, and approved by the United States Air-Table-Hockey Association (USAA)!

"I've played the game with other shields, and PRO SHIELD™ is the first and the best," Robert Hernandez, 1985 & 1987 national champion.

"We switched to PRO SHIELD™," Steve Hartley, Operator, Loveland, Colorado.

"I have looked at all these protective devices and the one I am ***personally recommending*** *is called PRO SHIELD™,"* says Mark Robbins, Marketing Consultant, Dynamo Corp. *"This clear Lexan shield runs the length of the table . . . in a well-made, one-piece design, minimizing interference with play. They* ***reduce noice*** *and* ***discourage people from sitting on or placing drinks*** *on the table."*

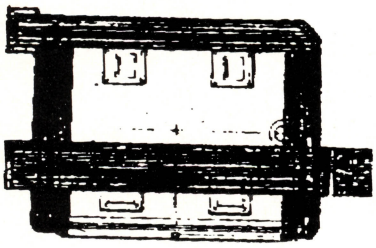
Local Distributor:

ALL PRIME AMUSEMENTS
... your air hockey specialist
(713) 827-1061

apa

Air Hockey® is a registered trademark of Brunswick Bowling & Billiard Corp.

Model 22 KS
NEW **KICKER STOPPER**
—Patent Pending—

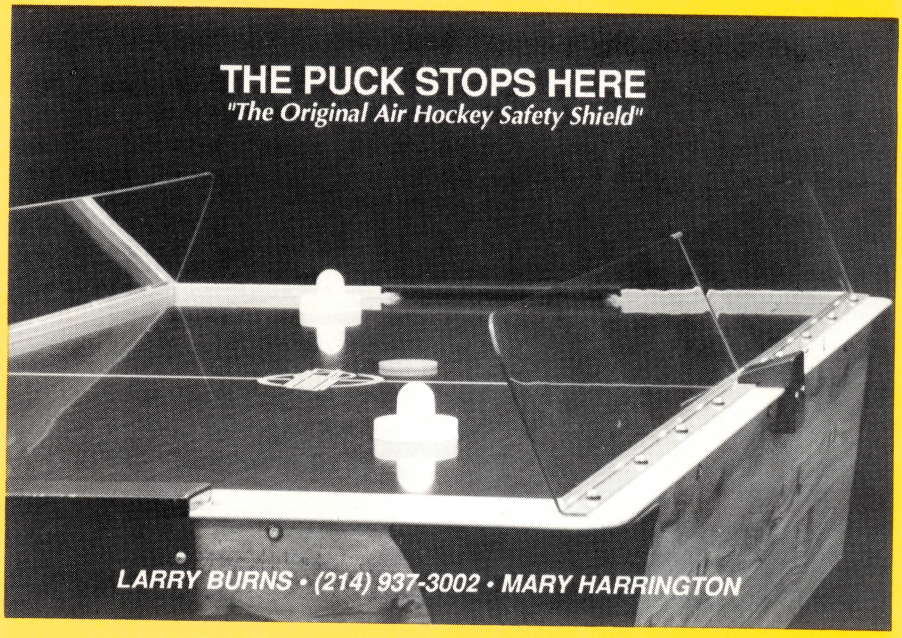


WARNING!
This bar may be harmful to game kickers' shoes.

LOOK AT THESE FEATURES:

1. Extra heavy bar near center protects door from kickers.
2. Half of coin return boxes are covered, prevents tampering.
3. Seams of door are covered in critical areas.
4. Hinges are hidden and welded stronger than imported models.
5. Bracket has cover for padlock shackle, discourages cutting.
6. Special introductory prices.

USE THIS BAR ON DOOR MEASURING
APPROX. 13 3/8" Wide x 11" High.
SEE US AT BOOTH 1300-CHICAGO
Phone Us For More Information.
1-800-STANS-A-1 (1-800-752-6721)
Phone/FAX (919) 728-5311
A-1 PRODUCTS
"In Security Bars We Trust"



REMEMBER: There's a reason it's called PLUSH!!

COAST TO COAST
AMUSEMENT GAME DISTRIBUTORS

503 Giuseppe Court, #5
Roseville, CA 95678
(916) 784-6611
1-(800)-752-9879

FULL SERVICE DISTRIBUTOR

PLUSH • PARTS • GAMES • KITS
PREPACKS • JUMBO • CLOSEOUTS • TRADE-UPS

ENGLISH MARK DARTS 6000

By Arachnid

Limited Supply
Street Ready-Clean
All Orders COD
Freight collect

GOOD DARTS

Box 189, 7 Pine St.
Madison, ME. 04950

207-696-3731
Ask for Bob

Lucky & Wild Kit

Kit includes...

Full
Service
Technical
Support

Authentic WING PCB
Plexi
Buttons
Manual
Harness
Stickers

Call Toll-Free 1-800-227-6136

535 Old Nashville Highway
Lavergne, TN 37086

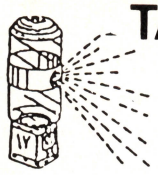
In TN (615) 793-5510 FAX (615) 793-5512

Big Sky Music, Inc.

For Sale
30 electronic
Keno games
on route
and in
working condition
$1395.00 FOB
Billings, Montana

(406) 245-7749

TALKING VENDOR DISPENSES



1.5″ (38 mm) Wheel Vends
- 1.3″ (33 mm) Capsule
- Large Gum and Candy

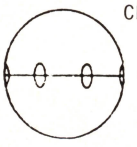
1.125″ (29 mm) Wheel Vends
- Gum and Candy

DISTRIBUTORS WANTED SOME STATES AND COUNTRIES OPEN

Adjustable Merchandise Wheel Vends
All types of small bulk items.
Coinage size up to 1.25″ (32 mm)
Machine size height 25″ (63.5 cm)
Width 8″ (20.3 cm) Depth 8″ (20.3 cm)

Custom sounds — can have your own record made to say anything for 5 seconds. Up to 4 different sayings on each side.

YOUR SOURCE FOR:
Our All New 2.3″ Round Clear Capsule
Both Halves Same For:
$1.00 items; 50 items
.25 Feature items
cranes etc.



1.3″ Capsules
Mixed colored top with clear bottom. Filled or empty.

Rings in Holders
Bulk or Assembled.
- Mixes
- In-capsule - items
- Rings & Holders Bulk & Assembled.

TALKING VENDOR CO.
P.O. Box 326 • Chatham Ontario • N7M 5K4
Phone: (519) 351-2181 Fax: (519) 351-2181

April Issue
Classified
Deadlines

— Moved Up —

to

March 8

Don't be left out!

Arcade & Games Technician

10 years experience as arcade, redemption & midway games technician with purchasing & pricing abilities. 5 years arcade & games consultant. Also factory trained Skeeball mechanic.

Desires a position with Major Arcade Co. or Amusement Park

Willing to relocate anywhere in the U.S.

Larry Kohler
1810 Boardwalk Apt. 3
Wildwood, NJ 08260

(609) 522-8019

FOR SALE

COMPLETE FACTORY KITS
THESE ARE NOT PARALLEL BOARDS

"When we receive the kit from our factory distributor we remove the game board, close the box back up and place it on the shelf in our backroom. We do not open or use any graphics, buttons, joysticks, instructions, or anything else inside the kit. We then use the board in one of our gamerooms inside a universal cabinet that has our own personalized graphics and controls already in position. (We encourage all serious video operators to work this way.) We then operate the game until we are ready to sell it (usually 3-12 months). When it is sold we get the original board and put it in the original kit box and send it to you. What you are buying is a brand new, original kit with a tested (used) board. We have made money oeprating the game board and can therefore afford to sell it to you at a better price.

MARCH SPECIAL

WRESTLE WAR $595

- ★ 30-day warranty on all kits including PC Board
- ★ Our Stock is continually being updated so if you are in the market for complete factory kits, give us a call!
- ★ We accept Visa, Mastercard, American Express (Please add 4%)

RED BARON DISTRIBUTING

6540 West Central Avenue • Toledo, Ohio 43617

1-800-331-3766

WE BUY • WE SELL • WE TRADE • WE REFURBISH

Every Make, Model & Brand Of:

• Coin Operated Kiddierides • Arcade Novelties/Specialties • Carnival/Park Items • Trains • Antiques/Nostalgia Items

We Primarily Deal In Used & Refurbished Equipment

Coin-Operated Kiddierides

Buy Kiddierides for 1/2 Price

Look at every Kiddieride company's brochure. Check their retail prices, select any of their rides, then cut their prices in half, and that's what we will sell you their rides for, refurbished!

For As Low As $750

Trade in your scratched, dented, broken, rough and ragged-looking kiddierides for "Like New" refurbished ones. . .so why pay $2,500 plus of a new one?

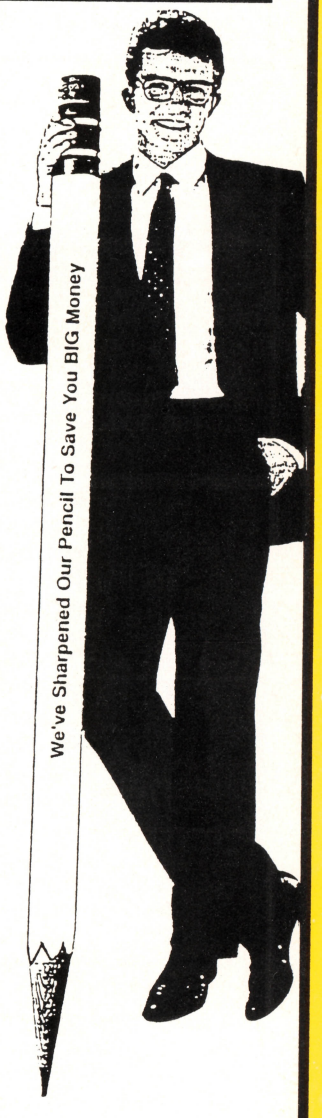
Prices Starting As Low As $395

Arcade Novelties

Whac-a-Mole
Skee-Balls
Water Guns
Cartoon Machines
Balloon Machines
Parrot/Chicken/Egg Machines
Hockey Games
Scales
Name Stampers
Boom Balls
Arm Wrestlers
Punching Bags
Knock Downs
Shuffle Alleys
Bowlers
Bowler Rollers
Roll-Down Games
Quiz Machines
Analyzers
Reaction Machines
Grip Testers
Love Testers
Astrology
Tin Can Alley
Dollar Bill Changers

This is a partial but representative list of what we now deal in. We do not deal in or handle videos, pins, juke boxes, cranes, pool tables

Save Up To 75%



WE'LL BUY ANY OF THE ABOVE, IN ANY CONDITION

WE WARRANTY EVERYTHING WE SELL

We will pick-up and deliver anything we buy, sell or trade anywhere in the U.S.A. and most of Canada!
. . .we can save you nearly 75% in freight & crating charges alone!
Plus, you don't have to do a thing!

Se Habla Español

Mexico, Puerto Rico, Colombia, Uruguay, Argentina, Chile, El Salvador, Spain, Bolivia, Venezuela, Peru, Republica Dominicana, etc.

Nos hacemos cargo de toda exportacion requerida!

THE AMUSEMENT EQUIPMENT EXCHANGE, INC.

1203 FIFTH AVENUE ROCK ISLAND, IL 61201

CALL (309) 788-0135

VISIT OUR PLANT AND SEE OUR LARGE SELECTION.
WE'LL PAY FOR YOUR AIRPLANE TICKET. (CALL FOR DETAILS)

• BUBBLE BOBBLE •

Everyone should have Two
Call **APPALACHIAN** for the
Best Prices on Videos and
Conversion Kits.
Many Titles Available!

814-949-3309
or
Fax 949-3307

APOLLO SMOKESHOP
$1 BILL
CONVERSION KIT

Converts oldest Smokeshop to newest
Includes MARS Bill acceptor/changer
accepts $1-$2-$5

AVCO ELECTRONICS
(213) 420-1262

ALL KINDS OF REDEMPTION GAMES
CHEAP
(309) 788-0135

VIDEO CONNECTION

930 JEFFREY LANE, DIXON, CA 95620

100% COMPLETE — FACTORY KITS

Willow (Capcom's finest effort)	$1295
Toki (King Kong collects big time)	$1295
Buster Bros. (2 pl. top earning novelty piece)	$1150
WWF Super Stars (lil' Hulksters can't wait!)	$1095
Golden Ax (Hottest new kit 2 pl. simul.)	$1095
Street Smart (2 pl. street fight deluxe)	$795
Arch Rivals (2 pl. basketball action)	$795
Ninja Gaiden (2 pl. simul. Top Earner)	$695
Nastar Warrior (Ultimate Conan)	$695
Superman (Super hot collections)	$695
Bad Dudes (2 pl. Dragon Ninja)	$695
Crime City (2 pl. Battling the Cartels)	$675
Konami S.P.Y. (2 pl. James Bond action)	$650
Robo Cop (half policeman/half robot)	$595
Shinobi (All time top earner)	$595
Omega Fighter (New 2 pl. vert. Space Odessay)	$595
Castle of Dragon (2 pl. like Golden Axe)	$575
Leland Strik Zone (Top Baseball Winner)	$550
Double Dragon II (The Revenge, Now a kit)	$575
Bubble Bobble (Super novelty style sleeper)	$550
V-Ball (2 or 4 pl. Volleyball Action)	$495
Guerilla War (Jungle Rambo hostage rescue)	$495
Sky Soldier (2 pl. siml.-like Sky Shark)	$495
Dead Angle (guns and grenade NYC)	$495
Sky Adventure (Hot 2 pl. Vert. Bi Planes)	$475
Double Dragon (Top earning 2 pl. Karate)	$450
Sky Shark (Vertical Airplane Shooter)	$450
LED Storm (Car racing adventure)	$450
1943 (2 pl. simul.-hit like 1942)	$425
Unisystem Kit w/Super Mario Bros	$395
Dygar (Vertical Space Odessay Adventure)	$395
Last Duel (2 pl. simul. Aircraft & Car)	$375
Kuri Kinton (Top earning Kung Fu/Karate kit)	$350
Renegade (1 pl. Double Dragon!)	$295
Terra Force (Space combat action adventure)	$275
Bally Blasted (2 pl simul., like Empire City)	$275
UFO Robo Dangar (Robots Gone Wild!)	$275
World Series (Baseball at its best)	$275
Top Gunner (2 pl. Ikari Warrior style)	$250
Time Soldier (2 pl. simul. Ikari Warrior style)	$250
Ikari Warriors (2 pl. Rambo Style Combat)	$250
Legends of Kage (Knives & Throwing Stars)	$250
Ledgendary Wings (2 pl. GALAGA style)	$250
Last Mission (Space Weapons Galore)	$250
Victory Road (2 pl. simul. Ikari Warriors)	$195
Ghosts & Goblins (Haunted Graveyard)	$195
Jail Break (R-Rated Prison Hostage Drama)	$195
Empire City 1931 (Shoot Gangsters w/Gun)	$195
Mission 660 (Space Blaster w/Continuation)	$195
Commando (Combat w/Guns & grenades)	$175
Mania Challenge (2 pl. Wrestling Combat)	$175
Kung-Fu Master (Top Martial Arts Earner)	$95
Rush N' Attack (POW Commando Rescue)	$95
Yie Ar Kung Fu (proven Karate winner)	$95
VS Super Mario Bros (All Time Greatest)	$250
VS Sky Kid (Airplane shoot-um up)	$95
VS Freedom Force (Airliner hostage rescue)	$95
VS Golf (Excellent Tavern Piece)	$95
VS TKO Boxing (Like Ring King II)	$75

BUY 2 KITS & SAVE $50 OR BUY 3 KITS & SAVE $100 ON: YIE AR KUNG FU, KARATE CHAMP, KICKER, KUNG FU MASTER OR IKARI WARRIORS

We want to buy Super Mario Bros., Platoon, Ice Climber, and R.B.I. VS Software

Control Panel Button LABEL SHEET - 150 plus labels (Enough for 20 conversions: Fire, Bomb, Punch, Kick, Sword, Shield, Attack, etc.) $29

Buy, Sell or Trade

916/678-5189

CALL OR WRITE FOR FREE NEWSLETTER:
"The Conversion Kit Hit Parade-over 200 Kits Listed"

916/678-1313

FREE with order of any TWO Kits — Control Panel Button Label Sheet *or* SUPER MARIO BROS. Update Chip

SHOW SPECIAL

1 HOT PRICE...

18 HIT GAMES

1-800-HIT GAME

Super Duper Casino 18-in-one software upgrade

Everyday super price: $300
Now just $159

Our latest and most popular software package of 18 card, trivia and action games! Upgrades Super Duper Casino, Little Casino I & II and most other countertops!

You must call by March 31 to take advantage of this first-ever offer!

...manufacturer of top earning games since 1981

U.S. GAMES, INC.
Invest in the Best

1-800-HIT GAME
1-404-441-2910
FAX #: 404-446-2211

Complete Repairs on All Countertop Games

. . . from the same people who build the industry's most dependable countertop games.

U.S. GAMES, INC.

— Repairs and refurbishing

— Replacement Parts

— Software upgrades

We've built a new service center in Norcross, Georgia to provide complete repair and upgrade service on your countertop games.

Call our toll-free service hotline today!

1-800-HIT-GAME

CURRENT GAMES IN PRODUCTION

Games West Draw Poker
Games West Keno
Games West Mystery Bingo
Games West Wild "B" Bingo
Games West Golden Arrow
Games West Balls-A-Poppin
Games West Joker's Wild Draw Poker
Games West Social Poker
Games West Super Crane

WANTED FOR EXPORT

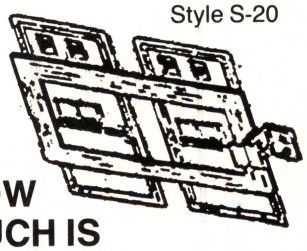
Belgian Electronic Bingos in any quantity new or used.

Games West, Inc.
2910 E. Ginter Road
Tucson, AZ 85706

Phone: 602-889-5802
FAX: 602-889-5810

TURTLE BAR

Style S-20



HOW MUCH IS IN YOUR TURTLE CASH BOX?

If it's more than $19, you should order this bar today!

QUALITY FEATURES: Hidden hinges, welded non-removable hinge in, padlock shackle covered to discourage box cutters, heavy construction to prevent break-in.

$18 98 each, 1 to 9
$17 98 each, 10 more more.

Phone us for more information

1-800-STANS-A-1 (1-800-782-8721)
Phone/FAX (919) 728-5311

A-1 PRODUCTS

ACME SHOW — BOOTH 1300

US Amusement Auction

Game Auctions

Orlando, FL
March 17, Orlando Centroplex
Downtown, off Interstate 4
Saturday 11am, Exhibit Hall 700
On day of auction: 407-849-2576

St. Louis, MO
March 31, Festus Holiday Inn
Festus, MO, Exit 175 off I-55
Saturday, 11am
On day of auction: 314-937-0700

Columbus, OH
April 7, Ohio St. Fair Grounds
DiSalle Arts & Crafts, 17th Ave.
On day of auction: 614-271-7626
Reorder tone dial: 502-551-1186

US Amusement Auction 1990 Auction Calendar

CALL FOR SPECIFIC SITE INFORMATION

April 7
Columbus, OH

May 12
Louisville, KY

September 8
Indianapolis, IN

December 1
Columbus, OH

March 17
Orlando, FL

April 21
Indianapolis, IN

May 19
Columbus, OH

September 15
Columbus, OH

December 8
Indianapolis, IN

March 31
St. Louis, MO

April 28
Pittsburgh, PA

June 9
Indianapolis, IN

October 20
Indianapolis, IN

OUR 8th YEAR OF AUCTIONS

For Information
Call Ric Stephan:

812-333-9939

2415 West Amherst
Bloomington, IN 47404

IDAHO? A JOKE?

NO JOKE

Podunk Boise Idaho has the best value used equipment in the west. **All** unabused arcade class games.

Used Factory Kits Complete With Header

Bad Dudes	$545
P.O.W.	$445
Contra	$265
Double Dragon II	$445
Guerilla War	$389
Forgotten Worlds	$389
Black Tiger	$279
Main Event	$199
Superman	$465
Silkworm	$279
Ikari Warriors	$369
Altered Beast	$389
Gondomania	$299
Time Soldiers	$239
Victory Road	$199
Xenophobe	$139

Dedicated Video

Super Offroad	$2495
Bad Dudes	$1085
Double Dragon II	$1085
P.O.W.	$1085
Double Dragon	$985
Robo Cop	$1485
Enduro Racer	$1095
A.P.B.	$1085
Space Harrier S/D	$1085
Hang-On	$1150
Main Event	$795
Forgotten Worlds	$885
Dark Adventure	$875
Guerilla War	$865
Contra	$699
Gondomainia	$795
Power Drift	$1895
Rolling Thunder	$895
Shooting Master	$785
Dunk Shot	$885
Spyhunter	$740
N.A.R.C.	$1995
Grayhound Crane	$1075

Complete Games w/Quality Cabinet

Superman	$999
Altered Beast	$699
P-47	$985
Skyshark	$865
Black Tiger	$785
Rastan	$895
Rygar	$695
Ikari Warriors	$799
Silkworm	$785
Dead Angle	$785
World Series	$740
Life Force	$645
Arcanoid	$665
1942	$665
Super Dodge Ball	$785
Super Qix	$699
Time Soldiers	$699
Super Mario	$765
Capcom Bowling	$1095
Pop-A-Shot	$895
Kixx	$685
Ice Cold Beer	$395

Pinballs

Black Knight 2000	$1745
Pinbot	$1190
Fire	$1290
High Speed	$1150
Road Kings	$985
Comet	$985
F-14	$799
Space Shuttle	$850
Lazercue	$699
8-Ball Champ	$799
Gold Wings	$799
Hollywood Heat	$799
Fireball	$799
Flash Gordon	$395
Pharaoh	$445
Space Invaders	$295

CALL TIM AND MAKE HIM AN OFFER

208-336-6500

Winners Corp.

4324 Overland Road / Boise, Idaho 83705

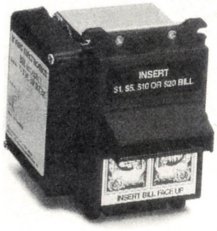
MARS ELECTRONICS®

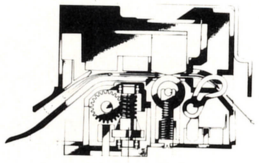
Bill Acceptor

"It's a design that can take it!"

$1, 5, 10, 20

LOTS/5 $329 1-4 $339





CALL TOLL FREE

1-800-227-6136

Micro Manufacturing Inc.
535 Old Nashville Highway
Lavergne, TN 37086
In TN call (615)-793-5510

Debbie's Amusements

Easter Pre-Packs — Now Available

"because plush is not enough"

INCREASE YOUR CRANE REVENUE

1000%

With Our Unusual Prepacks!

We also feature
ADULT NOVELTY ITEMS

1-800-446-4569

Sayor S.R.I. Export Import

Hablamos espanol

We sell original Japan PCB's in complete working condition

Double Dragon	290
Dragon Breed	420
Golden Axe	690
Ninja Gaiden	670
Willow	880
World Cup 90	990
Secret Agent	670
Crime City	970
Sly Spy	670
Prehistoric Isle	400

We have also economy PCB

Shinobi	280
Cabal	310
World Cup 90	350
Golden Axe	420

Discounts on larger orders

For other PCB's contact us by FAX

598-2-811071

For more information write to:
Sayor S.R.L.
Cabrera 3650
Montevideo, Uruguay
Sud America

S&M

Repair • Sales • Auctions

(313) 534-7171

CALL MONDAY-FRIDAY 9-5

OR FAX US AT 313-534-7704

*** BOARD REPAIR —**
WE HAVE DAILY UPS PICKUP!
*** GAME PARTS** — WE SHIP DAILY!

NEXT AUCTIONS

♣ **SATURDAY, MARCH 17** ♣
SATURDAY, APRIL 14

AT 11:00 A.M.—*Over 275 Games!*

Auctions are usually every 2nd Saturday of each month

24540 Capitol • Redford, MI 48239

Play Four

Bonus and Match Feature Kit For Video Games

- Works on all coin operated games
- Brings More cash to the operator
- Easy to install
- 25 cent and 50 cent play
- Inexpensive alternative to a validator

Call Larry for details

407-774-9636

SUNN Amusement Distributing, Inc.

624 Douglas Ave. Suite 1412,
Altamonte Springs, FL 32714

POWER SUPPLY

Solve your power supply problem with the . . .

NCR Computer Power Supply

17 Amp @ 5 Volt

Built-in cooling fan for long life

SPECIAL PRICE

$28.95

IN QUANTITIES OF 8 OR MORE
(Regular price is $33.95)

Call Now!

GREAT WESTERN, INC.
1300 Mohawk Blvd., Springfield, OR 97477

(503) 726-1813

*** Save $50.00 ***

. . . on your quality plush Easter rabbits and Unicorns. Large regulars at 75¢ average not $1.00.

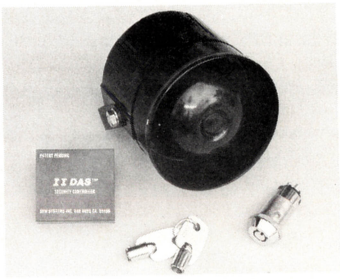
* See you at ACME booth #4809 *

BEST MFG. CO.

914 East Moreland Blvd. (Hwy. 18)
Waukesha, Wisconsin 53186

Phone: (414) 547-5051
Fax: (414) 547-0905
Toll Free: (800) 962-4486
*** Call For Specials ***

PROTECTS AGAINST
Vandalism - Unauthorized Entry - Unwarranted Abuse



IIDAS™

Video Security System

IIDAS™ does not detect normal consumer use, but detects ***severe impact, excessive abuse*** *or* ***forcible door entry.*** *An instant alarm will sound for 30 seconds, then reset automatically to detect any further tampering.*

We offer (2) models: Model 102KA (key activated) & Model 102DA (door activated).

BRW SYSTEMS

20219 Londelius St • Canoga Park CA 91306

(818) 773-0942

- DISTRIBUTOR INQUIRIES WELCOME -

April Issue
Classified Deadlines

— Moved Up —
to

March 8

Don't be left out!

Place Your Ad
Reservation
Before You Leave
For The Show!

Contact
Carol Lea

504-488-7003

FAX: 504-488-7083

Debbie's Amusements

Easter Pre-Packs — Now Available

"because plush is not enough"

INCREASE YOUR CRANE REVENUE
1000%
With Our Unusual Prepacks!

We also feature
ADULT NOVELTY ITEMS

1-800-446-4569

Convert Your Countertop Equipment To The Game That Thinks Profits

Super Duper Casino Version XV

Now available in a family of upgrades to convert *Little Casino II* and all other popular countertop models, *Super Duper Casino Version XV* automatically selects games and game parameters to suit the location.

Call now:

1-800-HIT GAME

U.S. GAMES, INC.
Invest in the Best

Top earning countertop games since 1981.

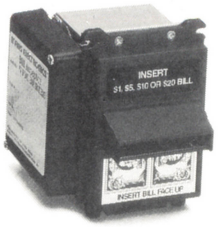
FAX NO.: (404) 446-2211

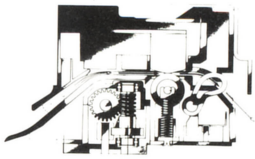
MARS ELECTRONICS®
Bill Acceptor

"It's a design that can take it!"

$1, 5, 10, 20

LOTS/5 $329 1-4 $339





CALL TOLL FREE
1-800-227-6136
Micro Manufacturing Inc.
535 Old Nashville Highway
Lavergne, TN 37086
In TN call (615)-793-5510

"ASK FOR" SPECIALS:

FOR THESE PRICES, REFER TO THIS AD!

Free Mug!

WITH ALL $50 ORDERS

TUBES (New/Rebuilt)

13" and 15" ..... $79.95 +
19" ..... 99.95 +

CONVERSION ITEMS

P505 10Amp Power Supply $34.95
P515 15Amp Power Supply 44.95
Joysticks (leaf Switch) 7.95
In lots of 10 ..... 6.95
Joysticks (Micro Switch) 8.95
In lots of 10 ..... 7.50
Rotary Joysticks 29.95
In lots of 10 ..... 26.95
Cherry Microswitches 1.25
In lots of 25 ..... .99
Push Buttons (100 Mixed) 24.95
Micro Switch Push Buttons 1.95
L/25, 1.75 L/50, 1.65 L/100, 1.55
Replacement Control Panels
Specify game/hole pattern 12.50

OVERLAYS

Generic $11.95
Mix or match: Rainbow, blue & silver, galaxy, pyramid, sunrise. In lots of (12) 9.95
Solid Colors: Blue, red, black & green 8.95
In lots of (12) 7.95

USED PARTS:

We have the largest selection of used PCBs in America! We buy and sell — Call us now for our up-to-date pricelist.

Complete Game Repair Service
Monitors, PCBs, Power Supplies, etc!
1-DAY TURNAROUND AVAILABLE!

OTHER ITEMS

Box of 1000 Quarter-wrappers 2.50
Bag of 1000 Wire Ties 12.50
Track Ball Roller Sets:
For Centipede 5.95
For Millipede 6.95
Roller Bearings 2.45
Fans (3" or 5") 9.95
Multi-game Systems
3-in-1 ..... 199.00
4-in-1 ..... 329.00
Arcade Analyzer for all types of monitors (List $495) 295.00

Eldorado Products, Ltd.

14816 Main Street
Gardena, California 90248

(213) 516-9522

FAX 213-516-7058

THE CALENDAR

International

March 8-11
Spring ENADA Coin Machine Show, Rimini Exhibition Centre, Rimini, Italy. Contact Ente Autonomo Fiera Di Rimini, Via della Fiera, 52; 47037 Rimini (Fo); Tel 0541/782000; Telex 550844 Fierim I, FAX 0541/774313.

National

March 9-11
American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), The Hyatt in Chicago. Contact W.T. Glasgow, Inc. (312) 333-9292.

March 23-24
Valley World Soft-Tip Dart Championships, Omni Hotel, Orlando, Fla. Contact Valley Recreation Products (517) 892-4536.

March 23-25
Minnesota Operators of Music and Amusements (MOMA) Annual Convention and Trade Show, Minneapolis, Minn. Contact Hy Sandler (612) 927-6662.

National Automatic Merchandising Association (NAMA) Western Convention and Exhibit of Vending and Foodservice Management, San Jose Convention Center, San Jose, Calif. Contact NAMA (312) 346-0370.

March 30-31
Georgia Amusement and Music Operators Association (GAMOA) Trade Show and Convention, Holiday Inn, Roswell, Ga. Contact Stan Miller (404) 424-8105.

March 31—April 1
Regional Seminar with Frank "The Crank" and StarTech Journal, Birmingham Vending, Orlando, Fla. Contact Frank Seninsky (201) 287-4990 or Jim Calore (609) 662-1080.

April 13-14
Washington Amusement and Music Operators Association (WAMOA) Northwest Expo, Bellevue, Wash. Contact Steve Anderson (206) 682-5700 or Jim Markham (206) 256-8062.

April 19-22
Florida Amusement and Vending Association (FAVA) Annual Convention and Trade Show, Omni Expo Center, Orlando, Fla. Contact FAVA (904) 878-3134.

April 21-22
Regional Seminar with Frank "The Crank" and StarTech Journal, New England Coin, Norwood, Mass. Contact Frank Seninsky (201) 287-4990 or Jim Calore (609) 662-1080.

April 29—May 1
AMOA Government Affairs Conference, Washington Court Hotel, Washington, D.C. Contact AMOA (312) 644-6610 or direct (312) 565-4602.

May 2-5
AMOA National Dart Association 5th Annual International Team Championship, Sahara Hotel, Las Vegas, Nev. Contact Joe Conway (414) 263-2444.

May 3-6
California Coin Machine Association (CCMA) Annual Convention and Trade Show, Hyatt Grand Champions Resort, Indian Wells, Calif. Contact Cindy Urcan or Kathy Waldie (916) 441-5451.

May 4-6
Northeast Regional Amusement Machine Convention and Trade Show, Trump Regency, Atlantic City, N.J. Contact Sue Matterson (518) 439-0981.

May 11-12
Ohio Coin Machine Association (OCMA) Expo '90 Trade Show and Convention. Contact OCMA (614) 221-8600.

May 19-20
Regional Seminar with Frank "The Crank" and StarTech Journal, Betson Pacific, San Francisco, Calif. Contact Frank Seninsky, (201) 287-4990 or Jim Calore (609) 662-1080.

June 7-9
Wisconsin Amusement and Music Operators Association (WAMO) Spring Convention and Trade Show, Holiday Inn, Stevens Point, Wis. Contact WAMO (414) 529-4704.

June 15-17
Illinois Coin Machine Operators Association (ICMOA) Annual Meeting, Clarion Inn at Eagle Creek, Findley, Ill. Contact Ellen Donovan (708) 369-2406.

July 5-10
Coors Light World Series of Bar Games grand finale, Las Vegas, Nev. Contact Arachnid Inc. (800) 435-8319 or (815) 644-0212.

August 10-12
Amusement Music Operators of Tennessee (AMOT) General Membership Meeting and Trade Show, Vanderbilt Plaza, Nashville, Tenn. Contact Jan Green (901) 521-1234.

October 11-14
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, Orange County Convention/Civic Center, Orlando, Fla. Contact NAMA (312) 346-0370.

October 25-27
Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans, La. Contact AMOA (312) 644-6610.

ADVERTISER'S INDEX

A-1 Products 166
A & A Company 124
Ace Novelty 17
Acme Premium 37
Adastra 88, 131
Advanced Graphic Design 78
A.L.D. Service Co. 54
Almel Industries 98
American Sammy 71
American Technos 38-39
American Vending 164
Antique Apparatus 35
Arachnid 67
Arjay Exports 40
Atari Games . . . . . Cov. 4, 77
Atlas Distributors (PA) . . . 47, 163
Bally/Midway 21, 87
Baton Lock Co. 183
Betson Enterprises 15
Birmingham Vending 69
Bob's Space Racers 171
Bonita Marie 197
Bromley, Inc. 186
Bush Electronics 137
Capcom U.S.A. 84
C.A. Robinson 165
Carousel 81
Central Dist. 180
Chermak Vending 181
Christine Findlay's
Photo Studio 166
Classic Wood Products 74
Coastal Amusements 14, 95
Coin Concepts 74, 124, 153
Coin Controls 89
Craneables 107
Dan Brechner 13
Dart World 159
Data East . . 31, 33, 127, 147, 155
Deltronics Labs 164
D.R.A./Play Meter 170
Drew's Distributing 141
Dynamo 51-52
Eastern Distributors 163
Fabtek 151, 195
GaMCO 54, 85
GameTek 133
Grand Products 94
Grayhound Electronics 22-29
Great Lakes Dart 105
Happ Controls 6
Hilltop Distributing 59
H.M.S. Monaco 135, 154
Hoffman & Hoffman 130
Imagination Leisure 152
Imperial International 83
Innovative Management 198
Irem 195
I.V.I.C.S. 185
Kiddies of Florida 182
Knockdown Industries 175
Konami 103-104
Laramie Interests 73
Leland Corp. 65
Lowen/America 99
Mali & Co. 154
Mars Electronics 177
Mayoni Enterprises 93
Meltec 121
Merit 9
Micro Manufacturing 111
Nancy Sales 145
National Entertainment
Technologies 128
New Orleans Novelty 183
Nintendo 61-62
Northwest Amusements 49
Playfair Shuffleboard 196
Plush-4-Play 125
Pioneer Laser 149
P.M.I. Toys &
Novelties . . . . . Cov. 2
Pool Chalk Savers 157
Pop-A-Shot 109
Prizes! . . . . . Cov. 3
Randy Fromm's
Arcade School 160, 178
R.H. Belam 143
Roger Williams Mint 191
Romstar 7
Rosette 79
Rowe International 41
Rowe Dedham 75
Sega Enterprises 5
Seidel Amusements 66
Skee Ball 91
Smart Industries 57
SMS Manufacturing 43, 129
SNK 173
S.O.S. Goodstuff 196
Star Track 190
Sunshine Distributing 58
Taito 169
Tecmo 167
Three River Coin 45, 101
Valley Recreational
Products 97
Van Brook of
Lexington 97
Williams 19
Worldwide Vending 59

THE LAST WORD

Overcome by choice

There is a world-famous restaurant here in New Orleans of which I'm sure you've heard. It's Antoine's, the mecca of Creole cuisine since 1840. (I know what you're thinking: "Another editorial with food in it." Leave me alone; I like to eat.) When tourists come to town, mouths watering for a definitive New Orleans meal of the highest order, they head for this venerable landmark.

Up until late 1989, I had never been to Antoine's. This is an embarrassing concession coming from a foodie like myself. A combination of factors caused this. Actually, there were only two: my parents weren't going to take out a loan to indulge my grand tastes, and I had no cash flow to speak of. I don't necessarily have much now, either, but I do have credit. Have American Express card, will travel.

Three friends and I dressed up one Saturday night, made a reservation, and headed down to the French Quarter for a night of serious food and wine. (We didn't bother with dates; I'd have to like a woman pretty strongly to fork over this kind of money). We brushed by the poor tourists in line without reservations to announce our arrival to the maitre 'd. He whisked us off to the main dining room, a veritable shrine to Antoine's storied past. Photos of former kings of Carnival and framed snapshots of celebrities who'd dined here lined the walls.

After languishing at the dreaded "table without a station," i.e., one just on the outskirts of every waiter's domain, we finally received a menu. Upon learning that we were life-long locals, the waiter granted us vastly improved service. We disposed of a few cocktails and got down to ordering.

The waiter handed us our menus. We flipped them open and, to our horror, found all of 138 dishes from which to choose! Worse yet, the *entire menu* is written in French. Luckily for my compadres, though, I had done some research before arriving. Articles and word-of-mouth gave me a good idea of the dozen or so best dishes in the house.

Cutting to the chase, this was a grand meal. We feasted on such things as oysters Rockefeller, shrimp remoulade, oysters Foch, chicken Rochambeau, filet mignon with marchand de vin sauce, fresh creamed spinach, and crabmeat ravigote. The Bordeaux flowed. The food gods were smiling down upon me.

As I reflected on that night, the size of the menu and its endless choices returned to me. I wondered: suppose, for sake of argument, that "those in the know" narrowed down the 38 best soups, appetizers, main courses, and desserts. That would still leave *100 menu items* rarely or never ordered. How many of these that fall through the cracks are worthy of a diner's consideration, yet somehow manage to languish in obscurity?

The same dilemma, it seems to me, exists in our industry. In 1989, there were 142 video games and 18 pins released. How is an operator supposed to know which games among this crush of machinery are good? Manufacturers release a game, give it some promotion, and just when an operator readies to buy it, *whoosh!*, here comes another latest-and-greatest.

I remember having a candid conversation with a manufacturer's representative about the state of the industry. I told him, "Maybe I'm being naive or way off-base, but don't you think if manufacturers would release a new product every six months, for example, that those games would stand a better chance of gaining operator acceptance?" He replied, "Of course! But every manufacturer sees his competition releasing game after game, and he doesn't want to fall behind." A classic case of "doing it because everyone else is," I say.

Unfortunately, when you have a market flooded with 160 different videos and pins, many good games end up in the scrap heap. Who can fault the gun-shy operator, who's been told "I've got a fabulous new game for you" one time too many. To this operator, things will have to change before he comes out of his game-buying shell.

I don't purport to know how to change this situation. Maybe you even think I'm not painting an accurate picture. But enough games have gone the way of most menu items at Antoine's—lost and forgotten—to make me think that I am. □

Christopher Caire

Christopher Caire
News Editor

prizes!

For Easter...

We Offer...
* Pre Packs * Holiday Merchandise
* Trade-Ups * Novelty Items

Introducing... BULK MERCHANDISE
Exclusively From PRIZES!

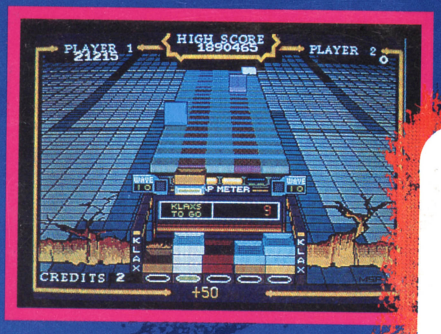
ACME '90 SHOW
CHICAGO, ILL.
Stop and see us at our Booths...
NO. 2408 and NO. 2410

prizes!

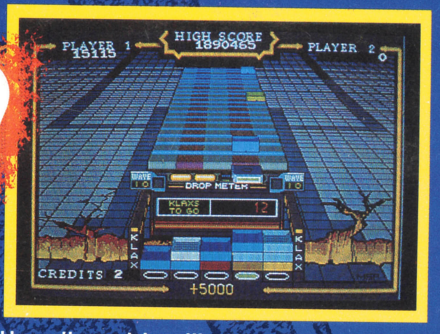
5452 McFADDEN AVE.
HUNTINGTON BEACH, CA 92649
1-800-992-2388

VISA
MasterCard

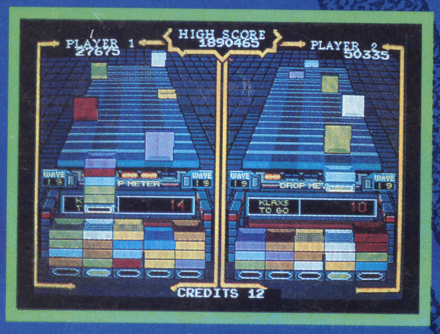
Good Klean Fun



Make a basic KLAX by stacking three high.



Here, three blue tiles create a diagonal KLAX.



Head-to-head action creates a competitive challenge for two players.

A second player can join in at any time.

KLAX™

It's habit-forming!

Bring new fun to your location with KLAX™, the tic-tac-tile game. Catch the colored tiles and flip them into bins to make same colored stacks and rows of three.

Available in three configurations at an unbeatable price:

- Standard upright
- Flexible "cabaret"
- Universal Kit

Universal Kit even fits COUNTERTOPS!

ATARI® GAMES

Atari Games Corporation 675 Sycamore Drive, P.O.Box 361110, Milpitas, CA 95036-1110: (408) 434-3700

© 1990 Atari Games Corporation. All rights reserved.